NOVEMBER 27, 1950

BROADCASTING TELECASTING

DETROIT PUBLIC LIBRARY
TECHNOLOGY DEPT
56 PUTNAM DR
DETROIT 2 MICH

PUBLIC LIBRARY
NOV 28 1950
DETT

WLEE

IN RICHMOND NOW

5000

WATTS

More power! More listeners!

More value for every advertising dollar!

GET THE WHOLE STORY FROM YOUR FORJOE MAN TODAY!

TOM TINSLEY: *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

IN THIS ISSUE:

...ossible
...Tax
Page 19

...MBS Defend
...casts
Page 19

...President
...BAM
Page 21

...Sparks Another
...in Ft. Wayne
Page 22

...CASTING
...on page 67

20TH year

...Newsweekly
...Radio and
...elevision.

...Annually
...cents weekly

XUM

AM or TV...

newscasts in the WHAS tradition!

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

Television in the WHAS tradition

WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

WHAS-TV
Louisville, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

XUM

why buy the shell . . . ?

The meat of the nut is simply this:

In the billion dollar Tri-Cities market, WTRY has the lowest costs, highest ratings, the largest audience and CBS.

WTRY has the lower cost per M radio families, based on Hooper Report (Oct. 1949-Feb. 1950) than

Station A in 17 out of 20 half hours
Station B in 20 out of 20 half hours
Station C in 13 out of 20 half hours

WTRY's ratings (Hooper Report Oct. 1949-Feb. 1950) are higher than

Station A in 15 out of 20 half hours
Station B in 19 out of 20 half hours
Station C in 14 out of 20 half hours

Here's the BMB weekly audience in the Tri-City counties of Albany, Schenectady and Rennssalear:

WTRY (5kw)	110,690 radio families
Station A (10kw)	79,510 radio families
Station B (5-1kw)	79,430 radio families
Station C (50kw)	116,390 radio families

Take station C's story. Its 50 kw reaches 16 markets, but in 5 of these counties over two-thirds of its 360,700 radio families reside. In these 5 basic counties, WTRY delivers a larger audience, yet Station C's cost of an announcement is 2½ times that of WTRY.

WTRY

ALBANY 8 MI.
TROY 4 MI.
SCHENECTADY 10 MI.

No wonder astute buyers ask themselves if Station C justifies the added cost. No wonder Headley-Reed is placing more national business on WTRY than ever before.

ALBANY • TROY • SCHENECTADY
980 kilocycles CBS 5000 watts

Represented by Headley-Reed Company • Columbia Broadcasting System

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

HEADS WILL roll somewhere on that super-colossal TV-set ad blunder, alleging social inferiority of children who don't have TV, according to inside trade talk. There's one quarter in which little embarrassment is felt —except for general rebuke to TV entrepreneurs—and that's at Radio-Television Mfrs. Assn. It had nothing to do with ad preparation, which cleared through joint dealer-manufacturer organization. Moreover, just few days before ad broke (on radio as well as in print) RTMA had started project to bring TV under Federal Trade Commission trade practice codification.

IMPORTANCE OF broadcast media in psychological warfare underlined with return to Pentagon of Brig. Gen. Robert L. McClure, as chief of Psychological Warfare Division. He headed ETO operations during World War II, and had under his immediate command such figures as Cols. William S. Paley, CBS board chairman; Adrian Murphy, now CBS color TV head, and Samuel R. Rosenbaum, who commanded Radio Luxembourg and now heads trusteeship for American Federation of Musicians' relief and welfare fund.

PROPOSED MEETING of telecasters to consider formation of autonomous TV segment within NAB (NAB-TV) may not be held in Chicago on proposed early January date because of conflict with national furniture convention. NAB headquarters has suggested to committee that session could be held in Houston, New Orleans or French Lick, Ind. Other suggestions: Memphis or Hot Springs, Ark.

HARRIED set makers soon will face another production spectre—picture tube scarcity due to stainless steel shortage. Used in guns for TV picture tubes, metal needs chrome and nickel ingredients.

COLGATE-PALMOLIVE-PEET CO., Jersey City, understood to be planning spot announcement campaign, across country, for Veto (a deodorant), through Sherman & Marquette, New York.

RCA-NBC brass privately voiced enthusiasm after sneak preview of latest compatible color in Washington last Wednesday. Utilizing newest tri-color tube, demonstration staged by RCA Laboratory engineers for benefit of Board Chairman David Sarnoff. Retinue included Dr. C. B. Jolliffe, laboratory chief; Homer Engstrom, laboratory vice president; Orrin Dunlap, RCA public relations vice president, and F. M. Russell, NBC Washington vice president. Latest equipment slated for public showing in Washington Dec. 5, with live pickup from NBC's WNBW (TV).

OAKITE PRODUCTS Inc., New York, pioneer radio sponsor, now working on 1951 budget that will include much more radio and TV than in recent years.

LEWIS ALLEN WEISS, until recently board chairman of Don Lee Enterprises, in Wash-

(Continued on page 94)

Upcoming

Dec. 1-2: Florida Assn. of Broadcasters, Mayflower Hotel, Jacksonville, Fla.
Dec. 2-3: Assn. of Women Broadcasters, District 2, Hotel Syracuse, Syracuse, N. Y.
Dec. 8: Television Broadcasters Assn. Clinic, Waldorf-Astoria Hotel, New York.

(Other Upcomings on page 28)

Bulletins

NAB invited to appear Dec. 13 before joint major and minor league baseball meeting at Pennsylvania Hotel, St. Petersburg, Fla. Broadcasting and telecasting one of high-priority topics at session (see story page 19). Robert K. Richards, NAB public affairs director, appeared recently before baseball group planning Florida session to suggest NAB present industry viewpoint.

F. W. FITCH Co., St. Louis, switching agencies effective Jan. 1 from Harry B. Cohen to Gardner Agency, New York.

MODERN SALES Co., New York (treasure chest of toys) buying spot announcements for pre-Christmas campaign on about 300 stations throughout country. Agency, Midland Adv., New York.

JAMES PATT JOINS WALL

JAMES M. PATT, manager of WNBH New Bedford, Mass., effective Dec. 1 joins WALL Middletown, N. Y., as vice president and general manager, according to John Morgan Davis, WALL president. He succeeds Paul E. Wagner, resigned. Mr. Wagner will announce plans following a two-week vacation. Mr. Patt has been in radio 22 years (see Patt family Respects sketch in Nov. 20 BROADCASTING).

ABBOTT F. RIEHLE, former manager of Biow Co., San Francisco office, and onetime account executive with Young & Rubicam, has joined Sherman & Marquette, New York, as account executive for Veto (Colgate-Palmolive-Peet deodorant).

Business Briefly

WILDROOT EXPANDING ● Wildroot C. Buffalo, Jan. 7 moves *Charley Wild, Priva Detective* from NBC to CBS, Sun., 6-6:30 p.m. on Dec. 22 starts TV version alternate Friday on CBS-TV, 9-9:30 p.m., increasing to weekly show April 18, Wed., 9-9:30 p.m. Billing $800,000 annual involved. Agency, BBDO, New York.

DRUG SERIES MOVES ● United Druggists of America moving *Cavalcade of Stars*, hour-long variety show, from DuMont Television Network Fri., 10-11 p.m. to ABC-TV Fri., 10-11 p.m., replacing *Pent House Party*, sponsored by Best Foods, which moves to 8:30-9 p.m.

HOLIDAY CAMPAIGN ● Save-By-Mail Inc., New York advertising mail order offer of toy circus, sponsoring Monday and Friday broadcasts of *Modern Romances* over ABC, 11-11:30 a.m. for four weeks, starting Nov. 24.

HEADLEY-REED NAMED ● Headley-Reed Inc. appointed representative for WJW Cleveland and WCOL Columbus, Ohio, both ABC affiliates, effective Jan. 1, 1951.

QUAKER OATS TV ● Quaker Oats Co. sponsoring 15-minute segment of *Gabby Hayes Show*, Mon.-Wed.-Fri., over NBC-TV 39 interconnected and two non-interconnected stations, 5:15-5:30 p.m., starting Dec. 11, for 29 weeks. Agency, Sherman & Marquette, New York.

RELIGIOUS SERIES ● Voice of Prophecy Inc. to sponsor *Faith of Today*, religious program, over ABC-TV, Sun., 12:30-1 p.m. beginning Dec. 3, for 52 weeks. Program, live from New York, to be telecast from Vitapix prints for other ABC-TV affiliates. Agency, Western Adv., Los Angeles.

DEVNEY APPOINTED ● Devney & Co., New York, appointed representative for WTGA Summerville, Ga., and WJMA Orange, Va.

GEN. MOTORS RENEWAL ● General Motors Co., Detroit, renewing sponsorship of Henry J. Taylor for 52 weeks over 290 ABC stations, Mon., 8:30-8:45 p.m. Agency, Kudner Inc., New York.

FCC-Defense Study Radio's War Role

STEPS toward establishment of World War II type of national defense radio operating controls were seen Friday in FCC announcement that Commission in cooperation with Dept. of National Defense and radio industry is "studying the use of radio in event of war."

Announcement put licensees in all radio services—AM, TV, and FM included—on notice that national defense-emergency authorizations will be made "from time to time" which may affect them but which for security reasons cannot be made public. In such cases, FCC said, stations that are directly affected "will be informed as fully as possible consistent with security regulations."

Authorities said this is designed to implement program to be worked out by defense agencies and Commission. In last war, it was recalled, specific grants for new stations or improved facilities in all services could be made by FCC only upon certification of need by defense agencies involved, even after new construction was totally frozen. Procedures also included provision for blackout of certain stations during attack "alerts."

Study of war uses of radio includes experiments with new radio uses, FCC said. Classified grants, authorizing special experimental operations by existing stations, come under Sec. 2.407 of FCC Rules, which provides that FCC "may authorize the licensee of any radio station during a period of national emergency to operate its facilities upon such frequencies, with such power and points of communication, and in such a manner beyond that specified by the station license as may be requested by the Army, Navy, or Air Force."

No agency comparable to World War II's Board of War Communications (preceded by Defense Communications Board) has yet been established, but there has been speculation that President Truman's Temporary Communications Policy Board may recommend that one be formed.

WDEL WILMINGTON DELAWARE

WDEL-TV WILMINGTON DELAWARE

WGAL LANCASTER PENNSYLVANIA

WGAL-TV LANCASTER PENNSYLVANIA

WKBO HARRISBURG PENNSYLVANIA

WORK YORK PENNSYLVANIA

WRAW READING PENNSYLVANIA

WEST EASTON PENNSYLVANIA

STEINMAN STATIONS
Clair R. McCollough
Gen. Mgr.

this way to profits

advertisers! timebuyers! eight important new business opportunities. Eight ways to augment your sales staff—effectively, economically, quickly. Each station has an interesting record of sales achievement for both local and national advertisers. Each is outstanding in the particular market it serves. All are ready to sell *your* product. Write for information and rates.

Represented by
ROBERT MEEKER Associates
NEW YORK LOS ANGELES CHICAGO SAN FRANCISCO

NBC AFFILIATES

Advertisement

From where I sit
by Joe Marsh

Clam Chowder Can Be Dynamite!

If Smiley Roberts happens to be a friend of yours, like he is mine, and if you want to keep his friendship, like I do, don't ever let him hear you say that good clam chowder can be made without cream.

In New England, where Smiley comes from, friendships have been broken over tomatoes versus cream in clam chowder. Experts say that south of Boston the tomato reigns supreme, but north of Boston it's cream—or else!

From where I sit, whether it should have cream or tomatoes is simply a matter of taste. This is plain as day to anyone who doesn't come from clam chowder country.

What a great world this would be if we could all see that most prejudices are matters of taste only. Some like hot coffee. Some like it iced. Some people like a temperate glass of beer. Others prefer ice-cold lemonade. My grandmother used to say, "Prejudice that sees only what it pleases, cannot see very plain."

Joe Marsh

Copyright, 1950, United States Brewers Foundation

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices

870 National Press Bldg.

Washington 4, D. C. **Telephone ME 1022**

IN THIS BROADCASTING . . .

Compromise Seen on Excess Profits Tax 19
Radio Helps Gate, Liberty, MBS Contend 19
Johnston Heads BAM 21
Uniform Political Time Rates Urged 21
Radio Sparks Gladieux's 600% Business Increase .. 22
Cobalt Cut Back 70% by NPA 23
Broadcasters Advisory Council Named by Miller 23
Cottone Accused Again in Richards Case 24
News Censorship Issue Aired at NARND Meet 25
AFRA Strike Avoided 26
Justice Dept. Eyes Legality of Advisory Groups 26
PBS Network Start Nov. 26 28
Four Indiana Stations to Merge Ownership 34
Radio-TV Acquitted in Juvenile Crimes 38
European Broadcasting—By H. C. Wilder 66

TELECASTING starts on Page 67

DEPARTMENTS

Agency Beat 14
Aircasters 56
Allied Arts 58
Editorial 52
FCC Actions 88
Feature of Week 54
Front Office 55
New Business 11
On All Accounts 14
Open Mike 62
Our Respects to 32
Programs, Promotions, Premiums 63
Radiorama 37
Strictly Business 34
Upcoming 29

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Wilson D. McCarthy, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Jean D. Statz, Keith Trantow; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadl, Doris Orme, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager:* Elaine Haskell, Grace Motta, Lillian Oliver, Allen Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1933 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

This is CBS in 1950... where the top radio shows come from

COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	~~Adam Hats~~ Drew Pearson (226) R	Rate Your Mate	Roy Rogers	~~The Big Show~~ OT
6:15	~~Seeman Bros.~~ Mon. Headlines (218) R	"	~~Quaker~~ Roy Rogers (526)	"
6:30	~~Norman~~ Brokenshire Show	C-P-P, Our Miss Brooks (152) R	~~Cudahy Packing~~ Nick Carter (317)	*OT
6:45	"	"	"	"
7:00	Sam Kaye	~~Amer. Tob. Co.~~ Jack Benny (186) R	Affairs of Peter Salem	OT
7:15	"	"	"	"
7:30	Cliche Club	~~Lever-Rinso~~ Amos 'n' Andy (173)	General Foods Juvenile Jury	~~Phil Morris~~ Alice Faye Show S
7:45	"	"	"	"
8:00	Stop the Music S	~~Coca-Cola~~ C. McCarthy Show (185)	Singing Marshal	~~Hedda Hopper~~ Show S
8:15	Stop the Music (196)	"	"	"
8:30	~~Cipporeroll~~ Stop the Music (171)	P & G Tide Red Skelton (151)	Enchanted Hour	U. S. Steel Theatre Guild (168)
8:45	~~Old Gold~~ Stop the Music (173)	"	"	"
9:00	~~Richard Hudnut~~ Walter Winchell (272)	~~Electric Cos.~~ Corliss Archer (167)	Opera Concert	"
9:15	~~Andrew Jergens~~ Louella Parsons (204)	"	"	"
9:30	~~Sterling Drug~~ Album of Familiar Music	~~Philip Morris~~ Horace Heidt (175)	~~Rhodes~~ Gabriel Heatter (25)	~~Tales of the~~ Texas Rangers S
9:45	"	"	War Review	"
10:00	Ginny Simms Show	~~Carnation Co.~~ Contented Hour (161)	~~Oklahoma~~ Symphony Orchestra	~~ROA~~ The 564 Question (166)
10:15	Jimmy Blaine	"	"	"
10:30	Co-op Jackie Robinson	~~Longines-Wittnauer~~ Choraliers (151)	"	NBC Theatre
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	~~Not in Service~~ Mon.-Fri. 6-7 p.m.	~~Metro. Life Ins.~~ Allan Jackson (22)	~~Repeat of~~ Kid Strips	~~News~~ Bob Warren S
6:15	"	You and the World S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	~~Skyline~~ Serenade 6:20-6:45 S ~~Sun Oil Co.~~
6:45	"	P & G Ivory Lowell Thomas (102) R	"	3-Star Extra (34)
7:00	~~Co-op*~~ Headline Edition (53)	P & G Draft Beulah (110) R	~~Co-op~~ Fulton Lewis jr. (302)	~~Pure Oil Co.~~ Kaltenborn (30)
7:15	~~Co-op~~ Elmer Davis (46)	P & G Oxydol Oxydol Show (106) R	Dinner Date S	Echoes from the Tropics
7:30	~~General Mills~~ Lone Ranger (175) R	~~Campbell Soup~~ Club 15 (155) R	~~Noxzema~~ Gabriel Heatter (84)	~~Miles Labs.~~ News of World (149)
7:45	"	A. O., P.&G., H. Ed. Murrow (142)	~~Co-op~~ Mutual Newsreel	~~Miles Labs.~~ One Man's Fam. (149) H R
8:00	Inner Sanctum	~~Brome Seltzer~~ Hollywood Star P'house (159) R	B-Bar-B Riders	A. A. of RR's Railroad Hour (169)
8:15	"	"	"	"
8:30	~~General Motors~~ Henry Taylor (254)	~~Lever-Lipton~~ Godfrey Talent Scouts (159) R	8:30-8:55 Crime Fighters	~~Firestone~~ Voice Firestone (140)
8:45	Una May Carlisle	"	"	"
9:00	Martha Lou Harp	~~Lever-Lux~~ Lux Radio Theatre (176)	~~Murder By~~ Experts S	~~Bell Telephone~~ Telephone Hour (153) R
9:15	Paul Harvey	"	"	"
9:30	~~Johnny~~ Desmond S	"	War Front—Home Front	~~Cities Service~~ Band of America (92) N
9:45	"	"	"	"
10:00	~~United—~~ or Not?	~~Lyr. Pepsodent~~ My Friend Irma (176)	~~A. F. of L.~~ Frank Edwards (145)	~~NBC~~ Symphony *OT
10:15	"	"	I Love A Mystery	"
10:30	Longines Symphonette	~~R. J. Reynolds~~ Bob Hawk (166)	Dance Orchestra	OT
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	~~Metro. Life Ins.~~ Allan Jackson (22)	~~Repeat of~~ Kid Strips	~~News~~ Bob Warren S
6:15	"	You and the World S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	~~Skyline~~ Serenade 6:20-6:45 S ~~Sun Oil Co.~~
6:45	"	P & G Ivory Lowell Thomas (102) R	"	3-Star Extra (33)
7:00	~~Co-op*~~ Headline Edition (53)	P & G Draft Beulah (110) R	Fulton Lewis jr. (302)	~~Pure Oil Co.~~ Harkness (27)
7:15	~~Co-op~~ Elmer Davis (45)	P & G Oxydol Oxydol Show (106) R	Dinner Date	Echoes from the Tropics
7:30	~~General Mills~~ Armstrong of the S.B.I. (374)	~~Campbell Soup~~ Club 15 (155) R	~~Rhodes Pharm.~~ Gabriel Heatter (155)	~~Miles Labs.~~ News of World (149)
7:45	"	A.O., P.&G., H. Ed. Murrow (142)	~~Co-op~~ Mutual Newsreel	~~Miles Labs.~~ One Man's Fam. (149) H R
8:00	Can You Top This?	~~Sterling Drug~~ Mystery Theater (151) R	~~Count of~~ Monte Cristo S	~~duPont~~ Cavalcade of Am (153)
8:15	"	"	"	"
8:30	~~Mat Auditions~~ of the Air S	~~C-P-PT thPwdr.~~ Mr. & Mrs. North (152) R	Official Detective S	~~Lewis-Howe~~ Baby Snooks (167)
8:45	"	"	"	"
9:00	~~Co-op~~ Town Meeting (56)	~~Wm. Wrigley~~ Life with Luigi (174)	John Steele Adventurer	Liggett & Myers Bob Hope (169)
9:15	"	"	"	"
9:30	~~Chr. Sc. Monitor~~ Views the News R ~~Treasury~~ Show S	~~Philip Morris~~ Truth or Consequences (150)	Mysterious Traveler	~~Pet Milk~~ Fibber McGee & Molly (150)
9:45	"	"	"	"
10:00	On Trial S	Dollar A Minute	~~A. F. of L.~~ Frank Edwards (145)	~~Lever Bros.~~ Big Town (134)
10:15	"	"	I Love A Mystery	"
10:30	Longines Symphonette	Capitol Cloak Room	Dance Orchestra	~~Brown & Wmsn.~~ Peop~ are Funny (168)
10:45	"	"	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross Opera Album	World News	Elder Michaux Happiness Hour	Co-op World News Leon Pearson
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, V of P Inc (85)	"	Dixie 4 Quartet	We Remember (9:30-10 Spl.)
9:45	"	Trinity Choir	Healing Ministry of Chris. Science	Hudson Coal Co. D. & H. Miners Spl. (14)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (281)	Dr. Peale Art of Living S
10:45	"	Church of Air S	"	News Highlights S
11:00	Fine Arts Quartet	Salt Lake City Tabernacle	Christian Ref. Church, Back To God (266)	Faultless Starch Time (50) Spl.
11:15	"	"	"	Morning Serenade (11-11:30 Spl.)
11:30	Hour of Faith S	Invitation to Learning* S	N'western U. Review S	The UN is My Beat
11:45	"	"	"	Camnana Solitair Time (20)
12:00 N	News	People's Platform	College Choirs	Voices & Events
12:15 PM	"	"	"	"
12:30	Piano Playhouse	Howard K. Smith	Wm. Hillman S	The Eternal Light S
12:45	"	Richfield C. Collingwood (38)	Dawn Bible Frank & Ernest	"
1:00	Dr. Wm. Ward Dr. Wm. Ayes	N. Y. Phil. Sym.	A. R. Warblers (Amer. Bird) Products	The First Freedom S
1:15	"	"	Organ Moods	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Co-op Robt. Hurleigh	Jack Baker Show S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Tennessee Jamboree	Clevelandaires S
9:45	Philco Corp. Breakfast Club (24)	"	"	"
10:00	Sterling Drug My True Story (204) R	Lever-Rinso A. Godfrey (168) R	Co-op Cecil Brown (30)	P & G, Welcome Travelers (142)
10:15	"	Toni Co. & Wildroot, Arthur Godfrey (178) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Pillsbury Arthur Godfrey (174) R	Dixieland Breakfast Club	Swift & Co.* Red Foley Show (48) Spl.
10:45	Serutan Victor Lindlahr (69)	National Biscuit Arthur Godfrey (176) R	"	Campbell 10:30-11 Double or Nothing (33)
11:00	Modern Romances*	Liggett & Myers Arthur Godfrey (185) R	Co-op Ladies Fair	Bristol-Myers Break the Bank (165) M-W-F
11:15	"	"	"	"
11:30	Quick as a Flash (206)	Conti'l Baking Grand Slam (48)	Queen for A Day S	Prudential Ins. Jack Berch (141)
11:45	"	P&G Ivory Snow Rosemary (135)	"	~~Babbitt~~ David Harum (58)
12:00 N	Johnny Olsen Luncheon Club	General Foods Wendy Warren (158)	Co-op Kate Smith Speaks	No Network Service
12:15 PM	"	Lever Bros. Aunt Jenny (83)	Lanny Ross S	Armour & Co. Dial Dave Garroway (144)
12:30	Herb Sheldon	Whitehall Helen Trent (166)	Miscellaneous Program	No Network Service
12:45	"	Whitehall Our Gal Sunday (161)	Burrus, Lt. Crust Dough (MWF)	Manhattan Soap Love & Learn (157)
1:00	Not in Service	P&G Ivory, Spic & Span, Big Sister (141)	Co-op Cedric Foster	Luncheon with Lopez S
1:15	Co-op Nancy Craig (11)	P&G Oxydol Ma Perkins (145)	Luncheon with Lopez	Armour Music (Rpt.)

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	No School Today S	Co-op News	(Network Opens 10 A M)	Coffee in Washington S
9:15	"	Barnyard Follies S	"	"
9:30	"	"	"	Boston Sym. Dress Rehearsal S
9:45	"	Garden Gate	"	"
10:00	"	Carnation Family Party (125) R	Miscellaneous Program S	Mind Your Manners
10:15	"	"	"	"
10:30	"	Coca-Cola Refreshment Time, Morton Downey (176)	News	Pet Milk Mary Lee Taylor (151)
10:45	"	"	Helen Hall	"
11:00	The New Junior Junction S	Cream of Wheat Let's Pretend (154) *	Army Field Band	Adventures of Archie Andrews S
11:15	"	"	"	"
11:30	Bill Watson	Lever-Rayve Junior Miss (173)	Georgia Crackers	Brown Shoe Ed McConnell (163)
11:45	~~Democracy~~ on the job S	"	"	"
12:00 N	Joe Franklin S	Armstrong Cork Theater of T'day (175)	Quaker Oats Man on the Farm	Barriault Washington News
12:15 PM	"	"	"	Public Affairs S
12:30	~~American~~ Farmer S	~~Pillsbury Mills~~ Grand Cen. Sta (153)	"	U.S. Treasury Luncheon with Lopez
12:45	"	"	"	"
1:00	Navy Hour S	Armour Stars Over Hollywood (181)	News S	Allis-Chalmers Natl. Farm & H. Hour (166)
1:15	"	"	Jerry & Skye S	"

SUNDAY

	ABC	MBS
1:30	Natl. Vespers S	Lath (Lath
1:45	"	"
2:00	Dr. Bill Hour Decision (158)	Bost Rehe
2:15	"	"
2:30	Treasury Star Time S	Co-op Bill Conn (95)
2:45	"	Veterans to Ke S
3:00	TBA	Bobby B
3:15	"	"
3:30	Lt'rs to Luther (18)	Hushka Northw
3:45	"	"
4:00	Great Broadcasts Co	Under A S
4:15	"	"
4:30	Mystery Digest	U.S. Tab Wm. Gu Private Inv (200)
4:45	"	"
5:00	Author Meets Critics	Grove Lab The Sha
5:15	"	"
5:30	Greatest Ever	Williams Tom Dete Mysteries
5:45	"	"

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Skyline Serenade 6:20-6:45 S
"	P & G Ivory Lowell Thomas (102) R	"	Sun Oil Co. 3-Star Extra (32)
Co-op* Headline Edition (53)	P & G Dreft Beulah (110) R	Fulton Lewis jr. (291)	Pure Oil Co. Harkness (29)
Co-op Elmer Davis (46)	P & G Oxydol Oxydol Show (106) R	Dinner Date	Playboys
General Mills Armstrong of the S.B.I. (274)	Campbell Soup Club 15 (155) R	Amural Prod. Gabriel Heatter (27)	Miles Labs. News of World (149)
"	A.O., P.&G., H. Ed. Murrow (142)	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (149) H R
Screen Guild Players	P & G Lava F.B.I. (149) R	California Caravan S	Gen. Foods Aldrich Family (152)
"	"	"	"
"	Whitehall Mr. Keen (157) R	Rod & Gun Club (133) S	Gen. Foods Father Knows Best (170)
"	"	"	"
Old Gold Orig. Amateur Hour (173)	Electric Auto-Lite, Suspense (177)	Limerick Show S	L & M Fatima Dragnet (166) R
"	Hall Bros. Hallmark Playhouse (175)	Co-op Reporter's Round-up	Gulf Refining We the People (116)
Lee Hats Robert Montgomery Time for Defense S	"	A. F. & L. Frank Edwards (146)	Screen Directors' Playhouse *OT
"	Crime Photog.	I Love A Mystery	"
Longines Symphonette	Dance Orchestra	This Is Europe	OT
"	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Skyline Serenade 6:20-6:45 S
"	P & G Ivory Lowell Thomas (102) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op* Headline Edition (53)	P & G Dreft Beulah (110) R	Fulton Lewis jr. (291)	Pure Oil Co. Kaltenborn (29)
Co-op Elmer Davis (46)	P & G Oxydol Oxydol Show (106) R	Dinner Date	Playboys
General Mills Lone Ranger (175)	Campbell Soup Club 15 (155) R	Gabriel Heatter S	Miles Labs. News of World (149)
"	A.O., P.&G., H. Ed. Murrow (142)	Mutual Newsreel	Miles Labs. One Man's Fam. (149) H R
Fat Man (136) R	Songs for Sale	Bandstand U.S.A. S	Nero Wolfe S
"	"	"	"
Equitable Life This Your FBI (221) R	"	Music	Sam Spade S
"	"	"	"
Heinz Ozzie & Harriet (207)	Up for Parole	Air Force Hour S	The Magnificent Montague S
"	"	"	"
Pac. C. Borax The Sheriff (191)	Broadway's My Beat S	Vincent Lopez Show	Duffy's Tavern *OT
Ch. Spark Plug Roll Call (215)	"	"	"
9:55 p.m. Gillette Fights	Phillips Petro. Rex Allen Show (84)	A. F. of L. Frank Edwards (146)	Pabst Life of Riley (159)
"	"	I Love A Mystery	"
American Sports Page S	Dance Orchestra	Dance Orchestra	Cal.-Palm.-Post Sports Newsreel (76)
"	"	"	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC
6:05 p.m. Saturday Strings	News Joe Wershba S	Harmony Rangers	Bob Warren News
TBA	Mame from Lake Success S	"	Herman Hickman
Harry Wismer	Saturday Sports Review Richfield	Organ Music	First Piano Quartet
Labor-Management	L. Leseuer (38)	"	"
Labor-Management	Yours Truly Johnny Dollar	Al Helfer	Living 1950
Co-op Bert Andrews	"	Twin Views	"
Buzz Adlam	R. J. Reynolds Vaughn Monroe (166) R	Comedy of Errors 7:30-7:55	Brown & Wmsn P'ple Are Funny (72) Spl.*
"	"	"	Noah Webster Says S
Shoot the Moon S	Wrigley Gene Autry (172)	Ronson Metal 20 Questions (504)	Dangerous Assignment OT
"	"	"	"
Marry-Go-Round	Gen. Foods Hopalong Cassidy (121) R	Take A Number	The Man Called "X" *OT
"	"	"	"
What Makes You Tick	Gen. Foods Gangbusters (150) R	Hawaii Calls	Amer. Tob. Co. Your Hit Parade (167) R
"	"	"	"
TBA	Gen. Foods My Favorite Husband (154)	Lombardo USA S	C-P-P Co. Dennis Day Show (145)
"	"	"	"
Saturday at Shamrock	Carter Prod. Sing It Again (134)	Chicago Theatre of the Air S	C-P-P Co. Judy Canova (145)
"	Luden's Sing it Again (140)	"	"
Dixieland Jam-Bake	Sterling Drug Sing It Again (141)	"	R. J. Reynolds Grand Ole Opry (160)
"	"	"	"

SUNDAY

ABC	MBS	NBC
Lutheran Hour (Lutheran)		U of Chicago Round Table S
"		"
Music with Treadler		The Catholic Hour
"		" (News 3 min.)
Co-op Bill Cunningham (55)		American Forum of the Air S
Veteran Wants to Know S		"
Bobby Benson		Hormel, Music with the Hormel Girls (48)
"		"
Hushknife Hartley		Miles Labs. Quiz Kids (161)
"		"
Under Arrest S		Kraft The Falcon (151)
"		"
U.S. Tobacco Wm. Gargan Private Investgr (388)		The Saint S
"		"
Grove Labs (420) The Shadow		Counterspy S
"		"
Williamson True Detective Mysteries (472)		Wildroot Co. Charlie Wild (166)
"		"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Mary Margaret McBride	P&G Crisco Dr. Malone (139)	Luncheon with Lopez	Co-op News George Hicks S
"	P&G Duz Guiding Light (144)	Bands For Bonds	Love & Learn (Rpt.) (154)
Co-op We'come to Hollywood	Gen. Fds.-Jello Mrs. Burton (68) Quaker (35)	Co-op Heatter's Mailbag	Campbell Soup Double or Nothing (132)
"	P&G Tide Perry Mason (147)	Co-op Behind the Story	"
Serutan John B. Kennedy	Toni Co. Nora Drake (158)	Say It with Music	General Mills Live Like A Millionaire (75)
Peace of Mind	P&G Ivory Fl. Brighter Day (107)	"	"
Chance of a Lifetime (221)	Babbitt, Nona From Nowhere (144)	Co-op Bob Poole Show	P & G Life-Beautiful (152)
"	Miles Labs. Hillton House (137)	"	P & G Road of Life (152)
Hannibal Cobb	Pillsbury House Party (151)*	"	P & G Pepper Young (155)
Talk Back	"	"	P & G Right to Happiness (152)
Surprise Package S	Co.-Palm.-Peet Strike It Rich (38) R	Miscellaneous Programs	Sterling Drug Backstage Wife (147)
"	"	"	Sterling Drug Stella Dallas (147)
Recipe for Listening	Treasury Bandstand	B&D Chucklewagon	P & G Lorenzo Jones (144)
Ted Malone S	" 4:55-5 News	"	Sterling Drug Y. Widder Brown (147)
Waitin' for Wakeley	T-W The Chicagoans Thur.-Fri. St. Louis Mat.	Kellogg Mark Trail M-W-F	General Foods When Girl Marries (83)
"	"	National Biscuit Tu.Th. S. Arrow (343)	General Foods Portia Faces Life (92)
Space Patrol	M-UN in Action T-F-Tap Tune Time	Derby Sky King Tu.-Th. 5:30-6	Whitehall Just Plain Bill (110)
"	Miles Labs. Curt Massey Time (141) R	Kellogg Clyde Beatty M-W-F 5:30-6	Whitehall Front Page Farrell (117)

SATURDAY

ABC	CBS	MBS	NBC
American Jazz	Toni Co. Give and Take (150)	Barn Dance S	Coast Guard Cadets on Parade
"	"	"	"
Met Opera	Hormel & Co. Music with H. Girls (110)	"	TBA
"	"	"	"
"	Dave Stephen Show	TBA	U.S. Army Band S
"	"	"	TBA
"	Report From Overseas	"	"
"	Adv. in Science	"	"
"	Farm News	"	"
"	Dance Orchestra	"	"
"	Make Way For Youth	Dunn on Discs	"
"	"	"	"
"	Dance Orchestra	Sports Parade S	"
"	"	"	"
Tea & Crumpets	Radio Reporter Scratchpad	True or False	"
"	Songs By Symington	"	"
"	Saturday At The Chase	Caribbean Crossroads	The Wayne Howell Show S
Club Aluminum Club Time	"	"	"

Explanatory: Listings in order: Sponsor, name of program, number of stations sustaining; R rebroadcast west coast; TBA to be announced. Time is EST.

ABC

8:30-9 AM Mon.-Fri., Philip Morris, Walter Kiernan's One Man's Opinion, 208 stations.

11-11:30 AM Tues. and Thurs., Modern Romances, Norwich Pharmacal.

1:30-4 PM Mon. & Fri., Space Patrol.

4:30-5 PM Tues., Thur., Superman.

4:30-5 PM Wed., Black Hawk.

7-7:45 PM, Mon.-Fri., Edwin C. Hill.

7:30-8 PM M-W-F, American Bakeries Co., Lone Ranger, 95 stations.

8:30-10:30 M-T, Sterling Drug, John B. Kennedy, 313 stations.

CBS

11-11:30 AM Sat., Seeman Bros., Bill Shadel News, 178 stations.

11:30-11:45 AM Sun., Animal Foundation Inc., Bill Shadel News on 58 stations.

2:30-3 PM M-F, also Sat. 12:30-1 PM, Pillsbury Mills Inc., Cedric Adams, 113 stations.

MBS

4:55-5 PM Mon.-Fri., Bill Henry & the News, Janes-Stanville, 314 stations.

NBC

OPC—Operation Tandem programs sponsored by RCA, Whitehall Pharmacal and Ford Dealers.

8-8:15 AM Mon.-Fri., Alex Drier, Skelly Oil Co. 26 stations.

8-8:15 AM Sat. This Farming Business, Skelly Oil Co. 26 stations.

10:30-10:45 AM Mon.-Fri. Cal Tinney, General Mills, 11 stations.

BROADCASTING
TELECASTING
November 27 Copyright 1950

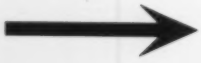
In Philadelphia

17 out of the top 20

programs are

on WCAU*

Represented by Radio Sales
CBS affiliate
The Philadelphia Bulletin Stations



* Pulse of Philadelphia, September-October 1950 (all programs) gives WCAU . . .

5 of the TOP 6
7 of the TOP 10
12 of the TOP 15
17 of the TOP 20

. . . and this unparalleled depth of audience is further shown by the fact that the average rating of WCAU's TOP 35 shows is higher than that of station "B's" TOP 5.

new business

CROSSLAND Mfg. Co. Inc., Toledo, Ohio (mothproofing products), names Dorrance-Waddell, N. Y., to handle advertising of new mothproof product to be introduced in 1951. Spot radio will be used.

TETLEY TEA Co., N. Y., planning to run test spot announcement campaign in Phila. and about five surrounding towns in early January. Agency: Duane Jones Co., N. Y.

TAYA CARAMBA Co. (producer of Caramba, new coffee extract soft drink) planning spot radio campaign in New York, New Jersey and other Eastern states. Wider campaign to follow as distribution spreads.

PACKARD-BELL Co., L. A. (radio & TV sets), will sponsor telecast of annual New Year's Day Tournament of Rose Parade, Pasadena, Calif., on KNBH (TV) Hollywood, KRON-TV San Francisco, KFMB-TV San Diego, in first three-city hookup via microwave of Rose Parade telecast. Agency: Elwood J. Robinson, L. A. **Prudential Insurance Co. of America**, through Calkins & Holden, Carlock, McClinton & Smith Inc., Beverly Hills, Calif., will sponsor telecast of parade on KTTV (TV) Los Angeles and KPIX (TV) San Francisco.

MARLON CONFECTIONS Corp., N. Y., names William Warren, Jackson & Delaney, N. Y., to handle its advertising. Television will be used.

CURRIE'S RETAIL Stores, L. A. (Currie's ice cream, candy, bakery goods), Dec. 4 starts quarter-hour of *Space Patrol* five weekly on KECA-TV Los Angeles. Contract for 52 weeks. Agency: Lockwood-Shackelford Adv., L. A.

O. A. SUTTON Corp., Wichita, Kan. (air circulators and heaters), names Lago and Whitehead Co., same city, to handle advertising and promotion of Vornado air circulator and room air conditioner. Radio and TV will be used. **Howard Whitehead** is account executive.

NORTHERN California Kaiser-Frazer Dealers Assn. Inc. appoints Brisacher, Wheeler & Staff, S. F., to direct advertising. Radio and TV will be used along with other media. **Hal Grainger** and **Brad Collins** are account executives.

HOME JUICE Co., Chicago (home-delivered blended fruit juices), names Marvin Gordon & Assoc., same city, to handle its advertising.

THRIFTO Products Co., Petaluma, Calif. (Thrifto Enricher and Thrifto Non-Fat Dry Milk Solids), appoints Ley & Livingston, S. F., to direct advertising. San Jose selected for test market. Radio will be used.

BIGELOW-SANFORD CARPET Co., N. Y., effective Dec. 4 starts half-hour TV series *Bigelow Theatre*, Jerry Fairbanks film show, on 27 TV stations. Agency: Young & Rubicam, N. Y.

ITALIAN Swiss Colony Wine, S. F., appoints Honig-Cooper Co., S. F., effective Jan. 1. Radio and TV will be used.

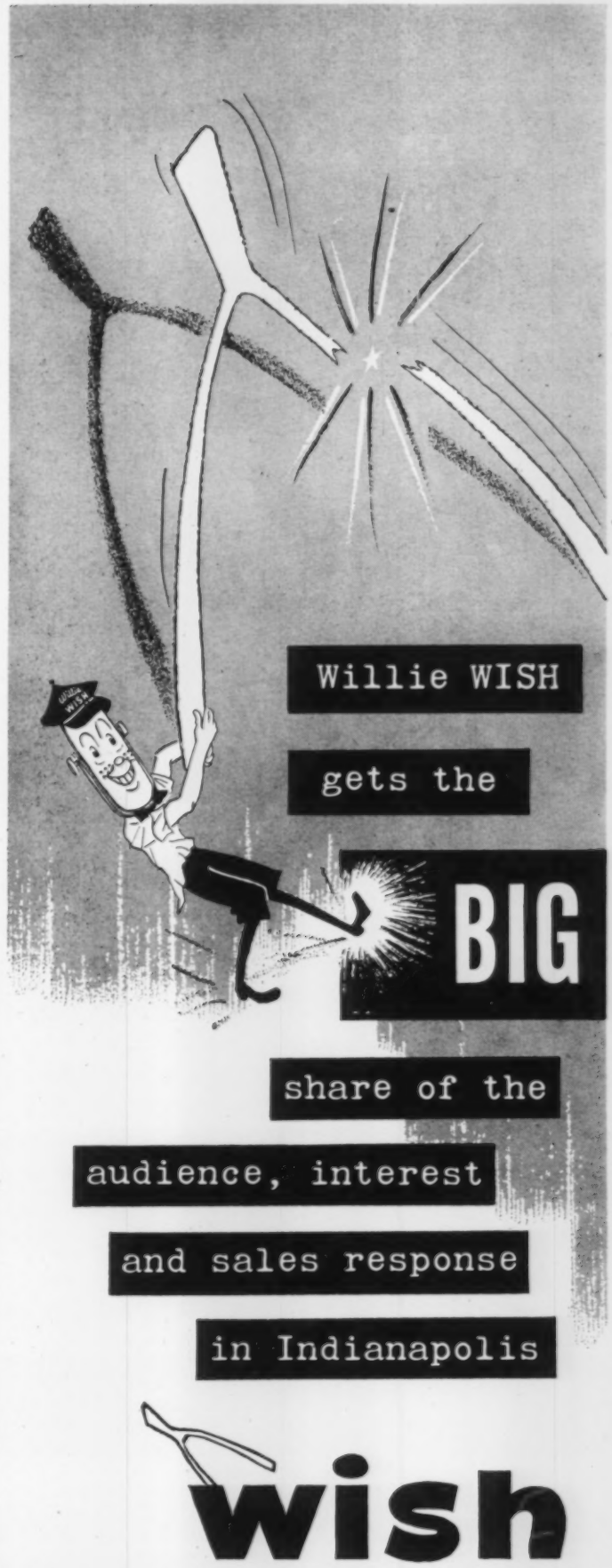
AMERICAN HALVAH PRODUCTS, Brooklyn (Wunderva candy), names Lester L. Wolff Adv., N. Y., as agency. Spot radio and TV planned in 20 eastern seaboard cities.

PETERS BROS. Shoe Co., Oakland, and **San Francisco Real Estate Co.** appoint Umland & Co., S. F. Both accounts will use TV.

AIRWAY COFFEE, manufactured by Dwight Edwards Co., S. F., appoints Honig-Cooper Co., S. F., to direct advertising. **W. C. Day** is account executive. Radio will be used.

KAUFMAN & ASSOC., Chicago agency, reserved exclusive packaging and telecast rights to Snader Teletranscriptions, Hollywood, in 10 major TV markets. Agency plans to package short films for its clients and also to supply film units, scripts and program formats to markets interested in using local personalities or completely-filmed productions with cut-ins for commercials. Films, each 3½ minutes long, are independent

(Continued on page 61)



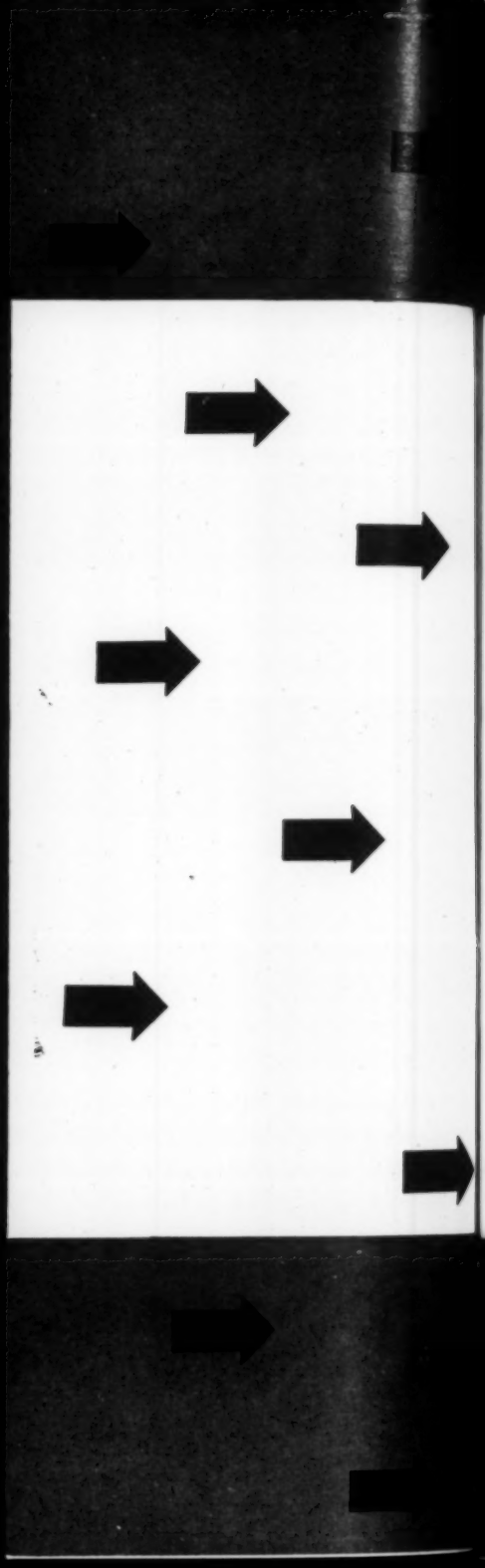
ANY ADVERTISER CAN

AND

MOST ADVERTISERS SHOULD

...USE

Spot Radio



REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

XUM

HOW MANY PICKETS DO YOU NEED FOR A FENCE?

Of course you don't know until you've measured the field.

When it comes to advertising—after you've measured your problem in terms of budgets, markets, selling themes—notice how shrewd scheduling in Spot radio gives you just the pickets you need, without costly left-overs to throw on the lumber pile.

Stations like these, of course, are the backbone of any Spot campaign.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
KSO	Des Moines	CBS
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix, Ariz.	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK

TEXAS QUALITY NETWORK

488 MADISON AVE.
NEW YORK CITY 22
MU 8-0200

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO

Oklahoma City's
Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

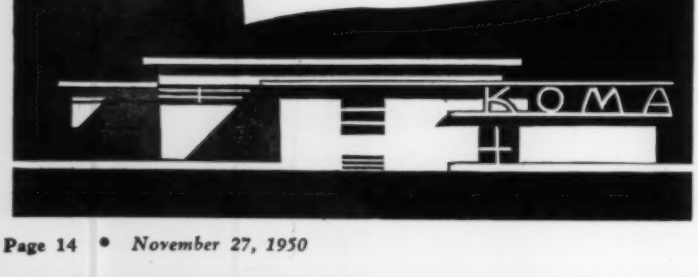
SLINGSHOT OR SHOTGUN?

If David had enjoyed such a choice when he slew Goliath, the story would not be so well remembered. The **improbability** of his deed made history.

As an advertising man, you're certainly less concerned with making history than with making sales. So . . . in this Goliath Oklahoma market . . . **eliminate improbability** . . . arm yourself with a shotgun, not a slingshot. **KOMA's 50,000 WATTS PUT YOU IN THE BIG GUN CLASS!** Your nearest Avery Knodel man will show you how KOMA can scatter your fire effectively over a broad area at less cost per impression. So . . . why not enjoy the effectiveness and prestige of KOMA . . . when it can actually cost less?

J. J. Bernard
V-P and General Manager

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE



agency

LAWRENCE ROBERTS Co., N. Y., and KIESEWETTER, WETTER & BAKER Inc., N. Y., merge and change name to Kiesewetter Inc. H. M. KIESEWETTER is president; SAM S. BAKER, HORA HAGEDORN, LAWRENCE ROBERTS and RUDOLPH WETTER are vice presidents.

BERENICE E. CONNOR, radio-TV director Gear-Marston Inc., Phila. Buckley Organization, Phila. agency, in same capac

Miss Connor

JOHN B. GRAY, Ruthrauff & Ryan Inc., to Maxon I Detroit, as copy chief. He is author of *Advertis Copywriting*, college textbook.

ROBERT COWAN, art director Anderson, Davis Platte, N. Y., appointed TV art director.

WILLIAM H. GREEN and GEORGE P. MacGREG account executives, elected vice presidents Kenyon Eckhardt, N. Y. Mr. Green with agency since 1943; MacGregor since 1949.

on all accounts

A METEORIC career on Madison Ave. ordinarily attracts even less attention than a head blanket on Vine St. But not in the case of David J. Mahoney Jr., at 27 a vice president of Ruthrauff & Ryan Inc., New York. He's a man Horatio Alger could take a lesson from.

Going back five years and up 53 floors above Manhattan, finds Mr. Mahoney, an ex-infantry captain in the Pacific and of impressive physical dimensions, pitching an advertising plan hatched during the war. To R&R executives it was clear that neither the plan nor their caller had been tinged by previous experience. Apparently it also was clear that they were confronted with a new-type phenomenon. So they turned the plan down, but hired its author at $25 per week for the mail room.

DAVID

With this accomplished, Mr. Mahoney's schedule began to shape up. Indeed it bulged disturbingly. He had already returned under the G. I. Bill to the Wharton School of Business in Philadelphia, where before the peace was disturbed he had reached his junior year by means of a basketball-baseball scholarship and waiting tables. Four hours a day were required to commute betwe New York (his home town, inc dentally) and Philadelphia. D ducting working, school, and stud time, that left about two hours o of 24 for sleep.

Skeptics to the contrary, neith Mr. Mahoney nor his schedu broke down. In due time he w graduated with a B.S. in economic and entered Columbia to wor on a master's degree, but he h since found so much new work fill out his day th this degree is u finished.

Mr. Mahoney e erged from the ma room as an assistan account executiv for Rinso and lat for Lifebuoy, Spr and Virginia Dar That he has a mod est conception o himself is suggeste not only by th work to which committed himself but by his explana tion of promotion subsequently to fu account executiv for Virginia Da and Motorola, a an R&R vice presidency.

"I was lucky in the people dealt with," he says. "Anoth guy dealing with different peop could get nailed to the mast, s some have been." As good a r son as any for his "success, if y want to call it that," he says,

(Continued on page 60)

beat

HAROLD GREIST, assistant account executive Dancer-Fitzgerald-Sample, N. Y., to Richards Co., affiliate of Grolier Society Inc., N. Y.

FLORENCE WIENER, formerly on copy staff Mervin & Jesse Levien Inc., N. Y., rejoins agency.

BENJAMIN R. McMANUS, director of public relations Long Beach, N. J., Board of Trade, to creative staff J. Robert Mendte Inc., Phila. Will work on travel accounts.

E. MORGAN WINANT elected vice president Weightman Inc., Adv. Phila.

HARRY C. LOTUFO, William von Zehle & Co., N. Y., to Fred Gardner Co. Inc., N. Y., as production and traffic manager.

ANNE SMALL, timebuyer Duane Jones, N. Y. to Cecil & Presbrey, N. Y., as timebuyer replacing MARY COLLINGS, resigned to be married.

KARL E. KNIGHT to Brooke, Smith, French & Dorrance, Detroit, production staff. OWEN A. BRADY to BSF&D creative staff.

HUGH GENSKE, chief art director Al Paul Lefton Co., Phila., appointed vice president.

Mr. Genske

MILTON WEINBERG Adv. Co., L. A., moves to larger offices at 3508 Wilshire Blvd.

NORMAN F. BEST, account executive on Carnation Evaporated Milk for Erwin, Wasey & Co., L. A., named vice president.

TOM MORRIS to Ruthrauff & Ryan Inc. as account executive in Hollywood office.

ESTELLE BUSCALL, Wank & Wank, S. F., to Guild, Bascom & Bonfigli, S. F., as production manager.

CHANGES of address: H. JACK WYMAN Adv. moves to 233 Post St., S. F.; HOEFER, DIETRICH & BROWN to new and larger quarters at 405 Sansome St., S. F.; HARVEY MILES & Co. to 190 Ninth St., S. F.; DAVID F. SELVIN to 593 Market St., S. F.

LEE WENGER, Umland & Co., S. F., to E. Sugarman Inc., S. F.

H. PIERSON MAPES, director radio-TV Hutchins Adv. Co., N. Y., presenting one-man show of his paintings of clowns at New York's Charles Barzansky Galleries.

BRUCE BARTON, chairman of board BBDO, N. Y., accepts chairmanship of 1951 Heart Fund.

MILDRED DUDLEY, timebuyer LeVally Inc., Chicago, to Schoenfeld, Huber & Green, same city, in similar capacity.

ROBERT E. McMANUS, Foster & Kleiser, S. F., to Umland & Co., S. F., as account executive.

JOHN P. BOURKE, Graybar Electric Co., S. F., to Julian Randolph Adv., S. F., as manager.

JOHN E. CRAIN, account executive with Colman Co., S. F., to U. S. Army as captain.

AL MADDEN, Platt-Forbes, S. F., named field coordinator. FRANK MOON, same office, named campaign manager.

ROBERT VAN NORDEN, Brisacher, Wheeler & Staff, S. F., resigns. Future plans not announced.

HARRY BURTON, manager McCann-Erickson Inc., Portland, to BBDO, S. F., as account executive.

FRANCIS MARTIN Jr., advertising director The Hibernia Bank, S. F., to Abbott Kimball Co., S. F., as vice president and account executive.

(Continued on page 86)

NO BRIGHT LIGHTS IN NEON (Ky.)!

In a lot of ways Neon is probably a fine little Kentucky town. But Neon is *not* the kind of market that sales-minded WAVE spotlights. . . .

WAVE goes for the big bright lights that proclaim our State's *only* really large "business district"—the *Louisville Trading Area*—the 27 counties that support a million plus people at a far higher level than the people in the *rest* of the State.

If you're looking for a market that really sparkles, short-circuit Neon and light into Louisville. *Ask us or Free & Peters for complete facts!*

LOUISVILLE'S WAVE

NBC AFFILIATE

5000 WATTS . 970 KC

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

RCA
Type BTA-250M
250-Watt AM Transmitter

$ SMALLER SIZE
—Same size as an audio rack

$ TAKES LESS POWER
1000 watts, approximately, unmodulated

.....an all-new 250-watt AM transmitter

A new concept in operating efficiency . . . a major advancement in plant economy

$ BETTER FREQUENCY STABILITY
—maximum deviation, ±5 cycles per second

$ NO NEUTRALIZATION REQUIRED

$ FEWER TUBE TYPES
—only 3 types to stock

$ HIGHER FIDELITY
30 to 10,000 cps. Does not exceed 2% distortion at 95% modulation

$ FEWER TUBES (lower tube costs)
—uses only 10 tubes

Get the complete facts about this revolutionary new 250-watt AM transmitter from your RCA Broadcast Sales Engineer. Or write Dept. 19KD, RCA Engineering Products, Camden, New Jersey.

RCA

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

in Canada: RCA VICTOR Company Limited, Montreal

IT'S EASY, WHEN YOU KNOW HOW!

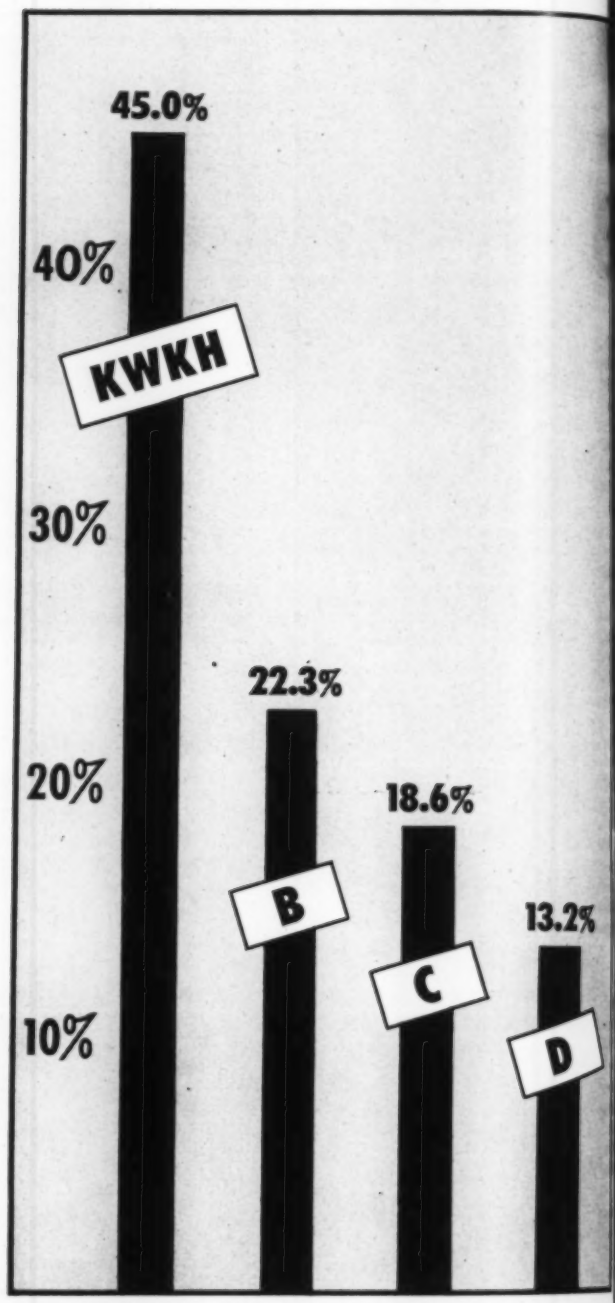
KWKH and "radio Know-How" are practically synonymous here in our rich tri-state market . . . and the chart at the right proves it.

The most recent five-month Shreveport Hoopers show that on Weekday Mornings (8 a.m.–12 noon) KWKH gets a *101.8% greater Share of Audience than the next station.* Even for Total Rated Periods, KWKH's share is 72.4% greater than Station B!

BMB Study No. 2 reveals that KWKH gets a Daytime Audience of more than 300,000 families in 87 Louisiana, Arkansas and Texas counties. *227,701 (or 75.0%) of these families are "average daily listeners" to KWKH!*

Any way you look at it, KWKH is the outstanding radio value in our area. Write direct or ask The Branham Company for *all* the proof!

SHREVEPORT HOOPER STATION AUDIENCE INDEX
SHARE OF AUDIENCE, WEEKDAY MORNINGS
DECEMBER '49 - APRIL '50



KWKH

50,000 Watts • CBS •

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 39, No. 22 WASHINGTON, D. C., NOVEMBER 27, 1950 $7.00 A YEAR—25c A COPY

EXCESS PROFITS TAX COMPROMISE?

Reports Mount

By DAVE BERLYN

EVIDENCE is on the rise that the Administration's "give no quarter" stand on excess profits taxes is about to give way at the seams. Reports persist that members of the tax-writing House Ways and Means Committee, from both sides of the political fence, are considering a "compromise" solution.

While details would remain to be worked out, it is understood the suggestion may be in the form of a moderate war profits tax coupled with an increase in corporation income taxes. The latter has been urged by the big guns of U. S. industry in preference to a high profits tax.

A committee member, Rep. Wilbur D. Mills (D-Ark.), known to be favoring a "combination tax" proposal when the House group gets into the actual drafting of the bill, admitted to BROADCASTING last Wednesday that he was "considering" such a compromise tax and that he felt the issue would be thoroughly explored by the committee.

Radio-TV Case Rests

The radio-TV spokesmen, after punching across the broadcaster's brief, rested their case last week as the House unit wound up hearings on the profits tax. Committee members added a prayer that the tax digestion would prove as palatable as their Thanksgiving turkey, when they began closed door hearings on the profits measure last Friday.

It appeared to observers by midweek that Republican dissent in and out of committee, which cracked periodically during the Wednesday to Wednesday public session, may be the tip-off for the proposal's 1950 demise if and when it reaches debate by the outgoing 81st Congress.

The "lame duck" legislators begin their legislative version of Banquo's Ghost today (Monday) after a nine week time-out for election campaigning and rest. The excess profits problem already stands as the No. 1 haunt on the agenda.

Fireworks were promised by GOP members who gave notice they would press for a reinterpretation of the 81st Congress so-called "mandate" for its tax committees to report out an "excess profits tax." The GOP contended Congress should be asking for a tax method to gain revenue to meet interim defense needs, rather than a strict order for a proposed levy on profits only.

A party-line stand in the House committee turned aside suggestions by GOP members for alternative tax plans and further consideration of "relief" aspects—the latter of particular interest to broadcasters. The same type of Democratic party whip cracking was promised in the Senate Finance Committee when it holds hearings on the issue. The Senate group is expected to avoid duplicating testimony delivered before the House committee.

If the House members report out a bill by their Dec. 1 target date, Finance Chairman Walter F. George (D-Ga.) is reported to be considering start of his Senate group hearings a week from today.

A few members of the House committee were visibly impressed with the radio-TV testimony to the effect its growth as a profit-solvent industry would be jeopardized if the profits levy is applied without regard for the individual problems of broadcasters and radio-TV set manufacturers.

This argument was set forth by

Mr. Sprague testifies before House Ways and Means Committee

* * *

such industry spokesmen as RTMA and Dr. Allen B. DuMont, of Allen B. DuMont Labs, last week. Already heard were NAB and the TV Excess Profits Tax Committee, an independent TV station's group chairmaned by John A. Kennedy, WSAZ-TV Huntington [BROADCASTING, Nov. 20].

RTMA told the committee some set manufacturers would be put out of business if the excess profits tax is enacted as recommended by Treasury Secretary John Snyder. It was explained that the firms' growth between the years 1946-1950 has been almost six times that of other U. S. corporations.

The set manufacturers' group suggested that such growth industries, as those doing business in radio and TV, be permitted to exempt at least 62% of their 1950 earnings from the profits levy.

Spokesman for RTMA at the hearings was Robert C. Sprague, president, Sprague Electric Co., and president of RTMA. Mr. Sprague gave these arguments:

Industry's Arguments

- The TV industry, which started commercial production in 1946, is America's fastest growing industry.
- Period of 1946-49 was a time of pioneering and preparation and thus an unfair base for profits credit purposes.
- Radio-TV would be taxed more severely than any other business.
- Electronics production for the

(Continued on page 92)

RADIO HELPS GATE

Liberty, MBS Views

By J. FRANK BEATTY

NATIONWIDE broadcasting of major league baseball has helped the gate of minor league teams and can perform the same service next year.

This is the view of the two main baseball broadcasters, MBS through its *Game of the Day*, and Liberty Broadcasting System.

With this important source of radio revenue under attack by some baseball interests as well as some criticism by Jerry N. Jordan, U. of Pennsylvania graduate student who has conducted extensive research on the subject [BROADCASTING, Nov. 20], operators of baseball networks are concerned over prospects for 1950 baseball broadcasting.

Attitude of major and minor league club owners is highly confused, judging by informal comments some of them have made to BROADCASTING. Decision on 1951 baseball play-by-play is expected during the first half of December when the club owners hold their annual meetings at St. Petersburg, Fla.

Pre-meeting signs point toward a stiff battle by some minor league interests to suppress major league broadcasting in minor league territory, with intimation that the Dept. of Justice may be called in again if the majors permit MBS, Liberty and others to feed play-by-play on a nationwide basis.

Stimulate Interest

Broadcast interests, both network and station, contend the play-by-play pickups have stimulated interest everywhere in the national pasttime. They note that minor league teams are protected within a 50-mile radius from broadcasts while their games are under way.

While MBS, which fed over 350 stations last season, would not comment officially, it is known that the network feels its play-by-play programs had a beneficial effect on all baseball.

MBS pickups in nearly every case were made at the ball parks while games actually were in progress, the network has pointed out frequently, though open dates were filled with recorded pickups made at night games the previous day. In some areas the MBS pickups were fed by tape because of the geographical problem.

MBS stations and network officials contend the 1950 major league broadcasts were a success from the standpoint of the club owners, listeners, broadcasters and the network itself.

Mutual is ready and eager to resume its baseball operation next year, and several hundred stations are prepared to perform the service again.

Liberty Broadcasting System,

(Continued on page 91)

REALIGNMENT in the New York office of Foote, Cone & Belding [BROADCASTING, **Nov. 20] is discussed by (l to r) M. P. Franceschi, vice president and general manager of New York office and president of FC&B International; William E. Berchtold, executive vice president; Don Belding, FC&B president; Elwood Whitney, executive vice president who joins Mr. Berchtold in the account management responsibility of the New York office, and Frank Delano, executive assistant to Mr. Belding.**

SET REPORT

RTMA Includes All Makers In Monthly Figures

MONTHLY reports of set production for the entire manufacturing industry will be issued by Radio-Television Mfrs. Assn., replacing estimates which heretofore have applied only to RTMA members.

Decision to extend the monthly figures to include non-member production was reached at the mid-November RTMA committee and board meetings [BROADCASTING Nov. 20]. Details of the new reports were worked out last week by RTMA officials.

Monthly reports will include breakdowns showing different types of radio receivers, based on billing price, whether AM, AM-FM or FM-only, type of cabinet and record-playing attachments. TV set breakdowns will include size of picture tube, whether record-player is attached and number of sets with FM reception. Both radio and TV tables will be broken down into private brand and factory groups.

For several months RTMA has been compiling weekly TV and radio set production estimates for the entire industry. These weekly reports will be augmented. They will not include detailed breakdowns by types, however, but will indicate number of home sets, portables, autos and TV sets made during the week.

Figures are supplied confidentially by factories to Haskin & Sells, Philadelphia auditing firm. Weekly reports will come out about a week late. Monthly reports are to be issued about the 25th of the following month. No change is planned in the monthly area report showing television set sales to dealers.

Expansion of the statistical service was approved by the RTMA Set Division Executive Committee on recommendation of Frank W. Mansfield, Sylvania Electric Products, as chairman of the association's Industry Statistics Committee.

In a month-late report on member company production, RTMA reported these firms (about 80% of industry production) turned out 953,942 radio sets in September, a five-week work month. Of these 101,646 sets were FM or FM-AM.

The member companies turned out 616,764 TV sets in the month, of which 66,283 contained FM-band tuning circuits. Breakdown by picture-tube size shows 529,118 of the September sets were 16 inches or over.

'CISCO KID'

New Ziv Radio-TV Sales

THE RADIO version of *The Cisco Kid*, a Frederic W. Ziv production, has been sold to five advertisers.

They are Dadson Dairies on WDBO Orlando, Fla.; Puritan Milk on KOAM Pittsburgh, Kan.; Meadowgold Dairy on KWON Bartlesville, Okla.; Vern-Tex Dairy on KVWC Vernon, Tex., and Maplehurst Jersey Farms on WISH Indianapolis, Ind.

TV version of the same show, packaged by Ziv Television Programs Inc., has been purchased by Nolde Bros. Baking Co. on WTVR (TV) Richmond, Va., and WTAR-TV Norfolk, Va.; Chestnut Farms Dairy on WNBT (TV) Washington, and Koontz Dairy, WBAL-TV Baltimore.

Wray Is KHJ Sales Mgr.

LEON WRAY, KHJ Hollywood account executive, has been named sales manager of the station. In his new capacity Mr. Wray will be in charge of KHJ local sales in addition to Don Lee network business originating in the Southern California area.

Mr. Wray

ABC REPORT

Estimated $877,000 Loss

ABC last week reported an estimated loss of $877,000 for the first nine months of this year.

In the first nine months of 1949 the network reported a loss of $779,000, but after the recovery of $297,000 of federal income taxes under carry-back provisions of the Internal Revenue Code, the net loss of the three-quarter period of last year was reduced to $482,000.

Drawn for BROADCASTING by Sid Hix

"Can't you call it something else instead of 'Russian Dressing'—the sponsor is beginning to complain!"

O'SHEA TO CBS

Is V.P., General Execu

DANIEL T. O'SHEA, former p ident of Vanguard Films and ecutive director of the Selz Studio, Ho wood, has joi CBS as vice pr dent and gen executive.

Mr. O'Shea

Mr. O'Shea supervise business affair both CBS a CBS-TV pr gram areas, will be resp sible for all bu ness activit concerned with CBS program ope tions, with headquarters at C Hollywood.

A graduate of Harvard L School, Mr. O'Shea first entered film industry in 1928 with Rad Keith-Orpheum in New York as attorney, following which he serv as RKO's resident attorney Hollywood. He then joined Sel nick International Pictures as a sistant to the president. He w appointed vice president of Selzni International Pictures in 1939, a two years later was named pre dent of David O. Selznick Produ tions Inc. In 1942, Mr. O'Shea w made president of Vanguard a executive director of the Selzni studio.

DRAKE-SWEENEY

Program Suit Settl

OUT-OF-COURT settlement $8,500 suit of Kevin Sweeney, ge eral sales manager, KFI and KF TV Los Angeles, against Gal Drake, radio philosopher, for u paid commissions on sale of t Drake ABC program was a nounced last week by Karl Geiser, Mr. Sweeney's attorney.

Suit charged that Mr. Dra failed to pay full amount on co tracted 10% of his compensati from the Kellogg Co. sponsored ne work series that ran 1947-1948. time of sale Mr. Sweeney was ma ager of the Housewives Protecti League program for Fletcher Wi Productions.

Suit had been scheduled for tr in January in U. S. District Cou Los Angeles.

Chandler to Radio Sal

MacLEAN CHANDLER,, execut assistant to William L. Wedd vice president in charge of ra and television for Leo Burn Agency, Chicago, has resigned fective Jan. 1 to join the sales st of CBS Radio Sales' TV dep ment, same city. Mr. Chan has been with the agency 1 years, and has worked in timeb ing and as assistant to Mr. Wed for the past three years. No placement has been named.

JOHNSTON HEADS BAM

First Board Meet

HENRY P. JOHNSTON, general manager of WSGN Birmingham, Ala., was elected president of Broadcast Audience Measurement Inc. last week at the first meeting of the new organization's board of directors.

The board, assembled in New York Nov. 20, elected officers and appointed two organizational committees to plan the building of the new research bureau.

Next day, directors of Broadcast Measurement Bureau held their last meeting and took only one action—instructing BMB officers to begin dissolving the organization.

The only other officer elected by the BAM board, in addition to Mr. Johnston, was Don Petty, former general counsel of NAB. Mr. Petty becomes secretary-treasurer of the new organization.

The BAM board also appointed a membership and finance committee consisting of Frank King, president and general manager of WMBR Jacksonville, Fla., chairman; Norman Chandler, president, KTTV (TV) Los Angeles; Leonard T. Bush, Compton Advertising Inc., New York, and Howard Lane, Field Enterprises, Chicago.

A research and structure committee also was appointed, composed of Clyde Rembert, general manager of KRLD-AM-FM-TV Dallas, chairman; Melvin Brorby, Needham Louis & Brorby, New York; A. N. Halverstadt, Procter & Gamble; Paul W. Morency, vice president and general manager, WTIC Hartford, and Hugh M. Beville Jr., NBC director of plans and research.

Mr. Johnston

The next meeting of the BAM board will await preparation of the two committees' reports.

Attending the meeting last week were:

Merrill Lindsay, WSOY Decatur, Ill.; J. W. Woodruff Jr., WRBL Columbus, Ga.; George Burbach, KSD-TV St. Louis; Joseph Allen, Bristol-Myers Co.; Richard Grahl, William Esty & Co.; Ernest Lee Jahncke Jr., ABC vice president; Robert A. Schmid, MBS vice president, and Messrs. Morency, King, Lane, Chandler, Johnston, Brorby, Bush and Beville.

The dissolution of BMB, the BMB board pointed out at its last meeting, will not interfere with the continued servicing of the BMB Study No. 2. Pending completion of the wind up of BMB affairs, requests for servicing can be made to BMB Headquarters, 270 Park Ave., New York, as well as to the statistical Tabulating Co., New York. The latter company has a contractual agreement to service the last BMB study.

Attend Meeting

Present at the last BMB board meeting were:

Justin Miller, NAB president; Frederic Gamble, president of American Assn. of Advertising Agencies; J. Harold Ryan, Fort Industry Co.; Roger Clipp, WFIL Philadelphia; Linnea Nelson, J. Walter Thompson Co.; Albert Dempewolff, Celanese Corp.; Carlos Franco, Kudner Agency; Lowry Crites, General Mills; Joseph Allen, Bristol-Myers, and Messrs. Bush and Beville.

BERMUDA-BOUND William S. Paley, chairman of the board of CBS, and his wife, the former Barbara Cushing, arrive at Pan American Airways enroute to Pink Beach, Tucker's Town, for a vacation.

Burton-Dixie on ABC

BURTON-DIXIE Corp., Chicago (bedding), through Turner Advertising, same city, will sponsor Paul Harvey, Chicago newscaster, on ABC Sunday, 9:15 to 9:30 p.m. (CST), from Dec. 3 for 52 weeks. Products to be advertised are pillows, mattresses, comforters and other sleep products. Burton-Dixie sponsors Mr. Harvey locally on WENR-TV Chicago.

SHOUSE NAMED

Will Head Voice Mission

JAMES D. SHOUSE, chairman of the board of Crosley Broadcasting Corp., and two State Dept. information division officials last Wednesday were named to head an overseas field mission looking toward improvement of Voice of America's expanding broadcast operations.

Mr. Shouse

The group, which will study the development of methods for increasing the International Broadcasting Division's broadcast operations, also will include Merrill Phillips, representing State Dept.'s IBD, and William J. Convery Egan, who will take part for the overseas field operation of the department's international information program.

Represents U. S. Radio

Mr. Shouse, who also is a member of the executive committee of Avco Mfg. Corp., parent firm of Crosley Broadcasting Corp., will represent the domestic U. S. radio industry, according to the State Dept. He will be on three months' leave from his broadcast duties.

The group was scheduled to leave for Europe Nov. 25 (Saturday), with later visits slated for the Far East and Latin America. Survey will study the practicability of increasing programming in the field and will evolve recommendations for means of integrating production of radio programs in the field with broadcasts originating at Voice of America studios (IBD) in New York headquarters.

POLITICAL TIME RATES

Set Card Urged

BROADCASTERS are being urged by NAB to sell time to political candidates at set card rates "for general business" rather than charge excessive rates, it was announced simultaneously on Capitol Hill and by NAB last week.

The House Special Campaign Expenditures Committee made public Wednesday an exchange of letters between Chairman Mike Mansfield (D-Mont.) and Justin Miller, NAB president.

In his communication to President Miller, Rep. Mansfield said suggestions had been made to the group to consider "the alleged policy of certain radio stations and newspapers to charge double the commercial rate on advertising for political speeches and political advertisements."

Calling such alleged practices "discrimination against democracy," Rep. Mansfield said, ". . . the Congress clearly has power to prevent such a practice under the licensing power which it has delegated to the FCC. Involved in the general subject is, of course, the much more complex problem of 'free time' for political speeches."

Miller's Views Asked

Asking for Judge Miller's views, Rep. Mansfield pointed out that the committee had been urged to "hold hearings on the sole question of political advertising and political speeches in radio." A committee spokesman told BROADCASTING that the suggestions had come from "political scientists" as well as from certain candidates for public office.

Rep. Mansfield recalled that legislation had been introduced in the 81st Congress which "would provide for regulation by the Commission (FCC) of political speeches over the radio. Before determining the advisability of holding such a hearing, I feel it would be desirable to have your views on this general subject."

Time Limitation

Meantime, a spokesman said limited time before the 82nd Congress convenes, marking expiration of the committee's life, made it necessary to cancel all plans for hearings on campaign expenditures. Instead, a comprehensive report, prepared by the committee staff, will be written.

It was learned also that the special committee will release in its report a breakdown of all candidate expenditures made for the various media. The committee is cognizant, it was said, that "more and more money is being spent on radio and television" by political candidates than ever before.

In his memorandum to broadcasters, Judge Miller pointed out that the Mansfield letter was received on Nov. 15, the first day of a three-day NAB Board of Directors' meeting [BROADCASTING, Nov. 20]. As a result, the board adopted a resolution on political broadcast time charges.

Judge Miller said the board unanimously agreed that "those running for public office should not be charged extra fees or rates in excess of established station practices." Practice of levying "unusual" charges, it was emphasized, "will inevitably lead" to a conflict between the broadcasters and those who are elected, "particularly with members of Congress, who have legislative control over broadcasting in its many phases."

Noting that his "own view is in accord with that expressed in this resolution," Judge Miller told Rep. Mansfield that the NAB action in adopting a policy on the matter should "do much to discourage this practice."

The resolution, as adopted by the board, follows:

WHEREAS it is the general policy throughout the broadcasting industry to charge the published rate for general business for time sold for political purposes, and

WHEREAS it is reported some broadcasters have not followed this policy, and

WHEREAS it is the view of the NAB Board of Directors that a practice of charging higher rates works an undue hardship upon public spirited citizens who stand for election to public office,

THEREFORE, BE IT RESOLVED that the National Association of Broadcasters urges such broadcasters to reconsider their policy in this regard and adopt a uniform policy of selling such time for political purposes at established card rates for general business.

A Fort Wayne Oil Burner Distributor Found the Sales Key . . .

Radio Sparks Gladieux' 600% Business Increase

THERE may be wintery blasts stirring up this weekend out Indiana way, but it's a cinch one Fort Wayne distributor is basking in the cheery warmth of a sales fire that threatens to reach explosive temperatures.

And it's fire that the Gladieux Heating Co. promptly attributes to the kindling processes of radio—especially WOWO Fort Wayne. So much so that Stan Pietzak, manager of the firm which installs Winkler oil burners, emphatically declares that "if I had to cut down on my advertising you can bet your last dollar that radio on WOWO would be the very last thing I'd give up!"

And just what are the facts behind this radio success story?

The Gladieux company back in 1948 turned to spot announcements to promote services which included oil burners for home installation. These ranged in price from $450 for a conversion unit to about $1,200 for new installations. As do many other similar firms, Gladieux used radio in the spring and summer to stress to listeners the value of installing or converting present units before the business rush of fall and winter impedes customer service.

* * *

Encouraged by returns from a year's use of these spot announcements, Gladieux changed to a transcribed quarter-hour, the *Allen Roth Show*, 1-1:15 p.m., Sunday, on WOWO, effective May 15, 1949. And a renewal last spring will carry the show to at least May 15, 1951.

In addition to promoting new installations and conversions for listeners, the program invited dealers in the area to investigate the Winkler burner of Gladieux and to participate in the weekly show.

Response Swift

The response was swift.

From a radius of 75 miles of Fort Wayne, a dozen dealers were lined up, all of whom get name mentions on the show. And further, each dealer is strong in his praise of the excellent returns that accrue to his own firm from appearance on the Gladieux show. That's why the list of dealer participants includes an eager line of distributors cued up from Warsaw, Harlan, Syracuse, Berne, Wabash, Garrett, South Whitley, Ligonier, North Manchester, Montpelier, Angola (all Indiana), Antwerp and Napoleon (both Ohio).

* * *

Commercial theme of the program remains consistent, stressing present heating costs by the question: "You're paying for a Winkler Low Pressure Oil Burner NOW —why not have one installed?"

Praise Radio Results

Mr. Pietzak is joined by Ralph E. Gladieux, owner of the firm, in accolades for the sensational results from radio promotion. Mr. Pietzak cites that "over 80% of the calls we have made in the past year proves to us that 'radio sells 'em.' We know because we ask the folks when we call how they learned about Winkler oil burners."

And what are hard, infallible figures to back up Mr. Pietzak's statement? The Gladieux manager says this:

"We have actually increased our business over 600% in the two years we have been on WOWO. We were installing about 70 to 80 units a year and were quite proud of ourselves. The first year we were on WOWO we increased installations to over 300, and this season our orders show that we will make over 500 installations.

* * *

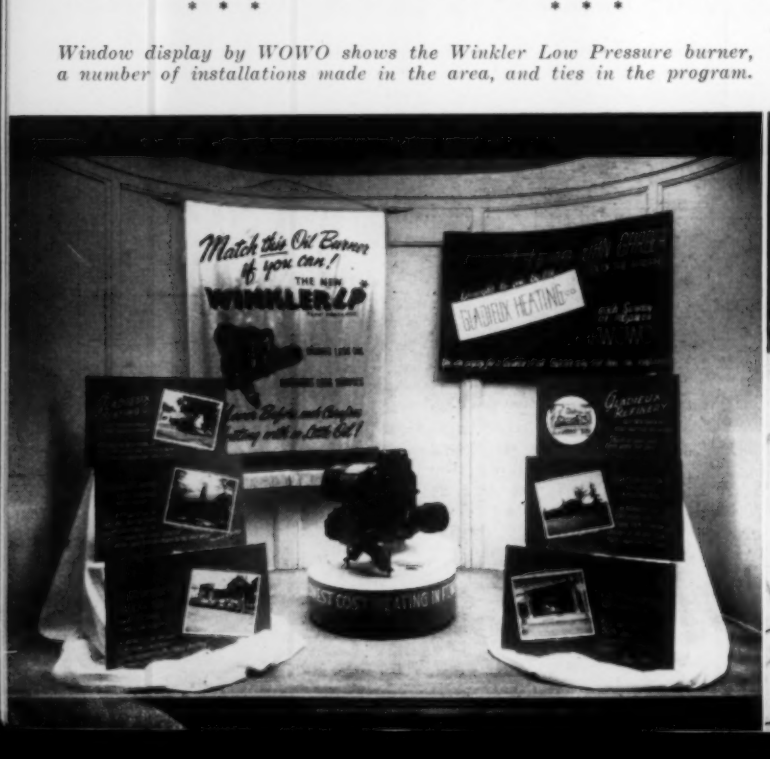
For more proof, Gladieux made quick survey and check on orders "in the mill" for the other dealers who had participated in the *Allen Roth Show*. Collectively, these other dealers will account for another 500 installations this season, and, Mr. Pietzak reiterates, "nearly 80% of these are directly traceable to the advertising program on WOWO."

In addition, newspaper advertising in Fort Wayne is used by Gladieux as well as booth displays at home shows that occur in the area from time to time. WOWO cooperated in installing a downtown studio window display showing the Winkler burner and tying in with the radio program.

Mr. Pietzak takes note of the value of these promotional campaigns that go on the year around but comes back with that reminder that if he had to cut advertising "radio and WOWO would be the last thing I'd give up!"

And why should he? $750,000 worth of oil burners sold in one year as a result of one quarter-hour radio program a week is no small business in any man's language.

* * *



Window display by WOWO shows the Winkler Low Pressure burner, a number of installations made in the area, and ties in the program.

One of the Gladieux dealers, Otto F. Wesling of Garrett, Ind., "sign up" as a program participant for Mr. Gladieux and Mr. Pietzak (right

COBALT CUT BACK 70% By NBA Order

PARTIAL relaxation of the temporary freeze on use of cobalt by magnet and radio-TV manufacturers — allaying widespread fear of industry shutdowns by year's end but portending substantial production cut-backs by early 1951— was directed by the National Production Authority last week [BROADCASTING, Nov. 20].

NPA Administrator William H. Harrison issued a stopgap order cutting back commercial consumption of the metal 70%. The directive will apply to distribution of cobalt, used in radio-television set speakers, which is marked for delivery this month or earlier. A similiar order will be issued for December.

The announcement followed a conference between Gen. Harrison and members of the new Radio-Television Mfrs. Assn. Special Electronics Parts Mobilization Committee, as well as top officials of RTMA.

RTMA spokesmen said the directive would cut radio-TV receiver production 25% or 40% below present levels, and felt the situation would grow more desperate after the spring of 1951. They reasoned that production of alnico magnets would be sorely hit and that any substitutes would not be "quickly effective" and would moreover entail the redesigning of set models not yet on assembly lines.

Thus, a manufacturer who turned out, say, 20 different TV models may well find it necessary to scale his output down to five. Present inventories of cobalt producers are scarce, spokesmen noted, while defense orders, though still in the mapping stage, are running at a high level.

Other Metals Short

The metal scarcities problem— encompassing shortages not alone of cobalt but of aluminum, as well as copper and nickel—was unfolded to Gen. Harrison last Monday. Robert C. Sprague, Sprague Electric Co. and RTMA president, and James D. Secrest, RTMA general manager, were among industry officials who called on the NPA administrator.

The chain reaction of government edicts on materials was outlined to Gen. Harrison—no cobalt, no speakers; no speakers, no TV-radio sets; no sets and paucity of defense orders now, no skilled technicians—and complete disruption of the electronic industry.

The manpower picture was painted in dark hues, with RTMA officials pointing out that defense orders have been forthcoming at a mere trickle—not enough to keep industry rolling along at an operating pace in view of metal shortages.

The danger confronting the electronics industry is such, they noted, that technicians and other skilled help would soon turn to other fields (aircraft production, etc.) to retain employment.

Curtailment of aluminum (35%) and cobalt—and proposed orders on copper and nickel—would serve to paralyze the industry at its roots, they emphasized. Nickel could be substituted for cobalt but is inferior and highly expensive.

NPA's directive, issued "verbally" to African Metals Corp., the nation's only large cobalt importer, provides that commercial or non-defense orders shall be filled with delivery of 30% of the average monthly quantity used by magnet makers during the first six months of 1950. Gen. Harrison said he anticipated a "somewhat increased amount" would be made available for civilian use during December.

Need Long-Term Plan

"It will be necessary to develop some long-term method for conservation and allocation of this material," NPA stated. "Since immediate needs for both defense and civilian uses are pressing, however, an interim measure must be adopted to provide minimum supplies for these needs."

The proposed nickel order by NPA, which would seriously curtail its use in the radio-TV manufacturing industry (in loudspeakers, focus coils and ion traps), was broached by NPA authorities and steel producers last Monday. Various ways of conserving the nickel supply were discussed, with steel producers agreeing that use of scrap nickel and substitution of other materials might help alleviate the situation.

Nickel Also Scarce

The industry group pointed out that nickel is in short supply but suggested that it be allocated voluntarily by suppliers rather than controlled by NPA at this time. NPA noted, in turn, that a large number of defense orders, though unrated, will necessitate use of nickel.

RTMA members meeting with Gen. Harrison last Monday, in addition to Messrs. Sprague and Secrest, were:

A. D. Plamondon Jr., Indiana Steel Products Co., and R. E. Laux, General Instruments Corp., co-chairmen of the special RTMA electronics parts committee.

Others included Max Balcom, Sylvania Electric; Hall Stackpole, Stackpole Carbon; J. B. Elliot, RCA Victor; Ben Abrams, Emerson Radio & Phonograph; Harry Ehle, International Resistance; John L. Sullivan and H. G. Beauregarde, attorneys and members of RTMA's Joint Electronics Industry Advisory Committee.

The problem of supplying component parts, complicated by the metals shortage, has also been a thorn in the side of industry as indicated by complaints laid before NPA Nov. 17. Communications manufacturers and users of equipment protested that suppliers are failing to deliver sufficient parts to maintain the nation's communications system.

Industry spokesmen told General Harrison that some of their difficulties are the outgrowth of advance buying by industries of resistors, tubes and other parts at above-market prices. To that end, General Harrison said he would organize a Communications Industry Advisory to bring about closer cooperation with the industry. Proposal was in the planning stage last week.

The NPA administrator also (1) recognized the "essentiality" of communications; (2) assured the industry supplies would be made available for maintenance; (3) cautioned against any hopes of expansion of communication industries; (4) urged the industry to maintain equitable distribution through normal channels or NPA would be forced to control the situation.

Rudolph J. Teichner

FUNERAL services for Rudolph J. Teichner, 51, on leave of absence as treasurer of NBC, who died Nov. 21 of a heart attack, were held at St. Joseph's Church, Union City, N. J., at 11:30 a.m., Friday, Nov. 24.

ADVISORY COUNCIL *Miller Names Members*

FORMATION of an all-industry Broadcasters Advisory Council, vested with the task of organizing the industry so it will be immediately available in case of national need, has been completed by NAB President Justin Miller with appointment of 10 station operators.

First organization meeting, preparatory to formal appointment of council membership, was held Oct. 2 in New York [BROADCASTING, Oct. 9]. Broad outline of the organization was drawn up last August at a special NAB Board meeting [BROADCASTING, Aug. 14].

Station members appointed by Judge Miller are Clair R. McCollough, WGAL Lancaster, Pa.; Roger W. Clipp, WFIL Philadelphia; I. R. Lounsberry, WGR Buffalo; A. Frank Katzentine, WKAT Miami Beach, Fla.; Mort C. Watters, WCPO-TV Cincinnati; Arthur B. Church, KMBC Kansas City; William A. Fay, WHAM Rochester; Gilmore N. Nunn, WLAP Lexington, Ky.; G. Richard Shafto, WIS Columbia, S. C.; Howard Lane, Field Enterprises, Chicago.

Progress of council activity and station membership were reviewed at the NAB board meeting Nov. 15-17 [BROADCASTING, Nov. 20]. The council was formed at request of Dr. John R. Steelman, Assistant to President Truman.

Other members of the council include Robert C. Sprague, president Radio-Television Mfrs. Assn.; Jack R. Poppele, president, Television Broadcasters Assn.; Richard B. Hull, president, National Assn. of Educational Broadcasters; Frank White, president, MBS; Joseph H. McConnell, president, NBC; Robert E. Kintner, president, ABC; Frank Stanton, president, CBS; Mortimer Loewi, director, DuMont TV Network. Designated as alternates are Charles R. Denny, NBC executive vice president, for Mr. McConnell, and Chris J. Witting, executive assistant to the director, for Mr. Loewi.

All-Industry Broadcasters Advisory Council

Mr. Fay' Mr. McCollough Mr. Clipp Mr. Shafto Mr. Lounsberry

Mr. Church Mr. Nunn Mr. Watters Mr. Katzentine Mr. Lane

RICHARDS RENEWAL

Cottone Accused Again

RENEWED CHARGES against FCC General Counsel Benedict P. Cottone's conduct of the FCC hearing on news policies of G. A. (Dick) Richards were filed last week by counsel for the Richards stations, along with a request that FCC decide the case now, without further ado.

The petition, filed by Hugh Fulton and Joseph Burns as chief trial counsel for Mr. Richards, asked the Commission to decide the case on the basis of the hearing virtually completed with respect to Mr. Richards' news policies concerning his KMPC Los Angeles, before going into the scheduled hearings dealing with his policies as they relate to his WJR Detroit and WGAR Cleveland.

The hearings resumed in Detroit last Tuesday before Examiner James D. Cunningham, to wind up final details of the proceedings as they relate to KMPC. The WJR phase is slated to follow, unless FCC grants the petition for a decision based on testimony relating to KMPC.

The petition noted that the KMPC hearing consumed total of 88 days and covered approximately 15,000 pages of testimony in addition to over 700 exhibits representing more than 100,000 pages. Counsel for the station owner said some 19,000 WJR scripts and 13,000 at WGAR have been prepared for use in evidence if the hearing proceeds in those cities. The petition continued:

The expense to the Commission and to the applicants is so great that as a matter of fairness to the applicants, and of consideration for the taxpayers who ultimately bear the cost to the Commission, FCC should give careful consideration to this petition and these motions.

Counsel for Mr. Richards contended that the license renewals should be issued without further proceedings, or that the stations' performance since their last renewals should be the "sole" question. They also asked postponement of the hearing on Mr. Richards' trusteeship plan for the stations until after a decision is reached on the KMPC renewal.

They claimed the hearings thus far show that FCC is attempting to establish standards for news presentation and that this should be done only "after public hearings where all viewpoints may be presented." Their petition said:

It is unfair that the applicants are being made a guinea pig for a test case on issues so broad and so sweeping that their determination affects the entire industry. As in the case of network regulation these issues should be considered *ab initio* by the full Commission in a hearing open to participation by the entire industry.

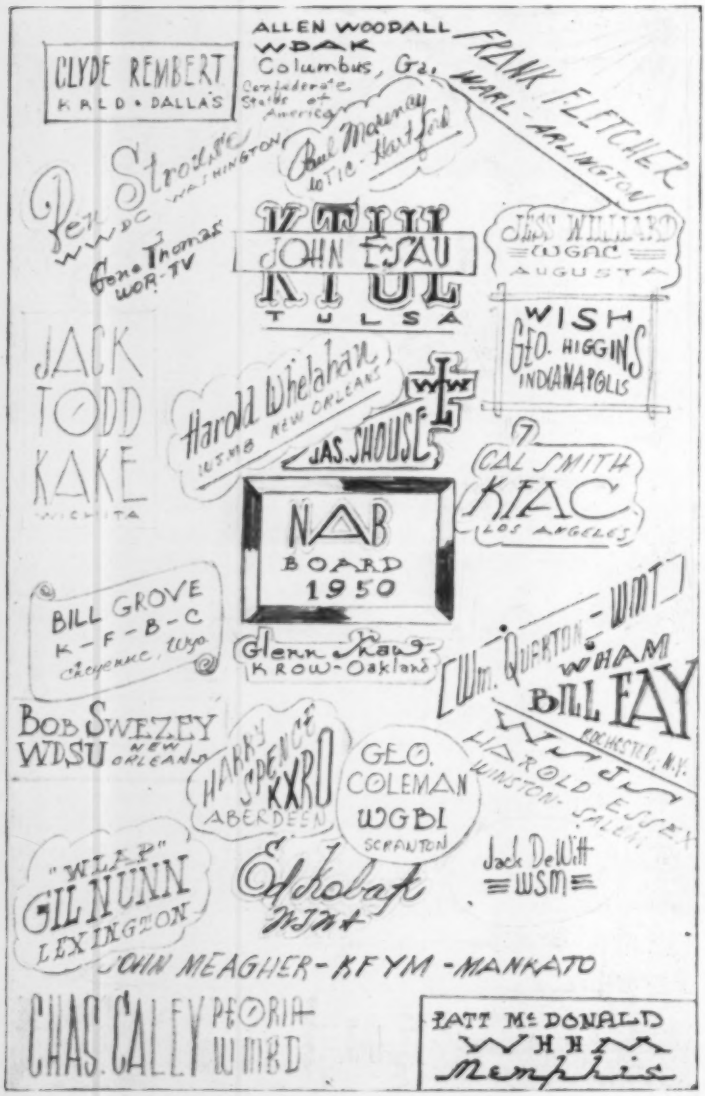
The Richards brief charged that Mr. Cottone, as FCC counsel in the Los Angeles hearings, showed an "attitude and conduct" that "exhibited a bias and prejudice which have prevented a fair hearing for the applicants, and have induced erroneous rulings which cannot be corrected."

The pleadings charged that Mr. Cottone made a "false statement" respecting the presence of FCC witnesses in Los Angeles at the time the hearings were commenced, and accused him of "personal vindictiveness toward Mr. Richards."

"The record is full of instances where Mr. Cottone abused and threatened not only applicants' counsel, but the examiner," the Richards brief asserted.

It claimed that "if the Commission is to establish standards to govern the presentation of news on all radio stations, it should be done after public hearings where all viewpoints may be presented. . . .

"The Commission has no authority to inquire into the character and private political, social or economic views of any stockholder of a radio station licensee as a basis for determining whether to grant a renewal application. . . ."



CHAMPION DOODLER at the Nov. 15-17 NAB board meeting was Patt McDonald, WHHM Memphis, director-at-large for small stations. This sample of his work includes names of all board members.

An informal analysis of Mr. McDonald's masterpiece by one of the industry's leading doodle interpreters revealed the creator to be a man possessing exceptional engineering and precisionist attributes. Thematic line is clearly depicted, though the central motif might have been further emphasized in the interest of clarification.

The creator is revealed to the analyst as a man of vast versatility, with letter styles running the gamut of current and past vogues. On the other hand there appears a tendency toward carelessness that is revealed in the misspelling of such names as Willard and Wheelahan, and the failure to include initials.

This tendency, however, is frequently noted in doodling because the creator's attention is divided between artistic endeavor and exigencies of the occasion. It may properly be described as an occupational idiosyncrasy.

Runner-up to Mr. McDonald was Doodler John Esau, KTUL Tulsa, whose achievements included caricatures of board members and a mule owned by Edgar Kobak, WTWA Thomson, Ga.

NARND Awards

AWARD for the best news coverage by a television station went to WHAS-TV Louisville from the National Assn. of Radio News Directors at its annual meeting in Chicago Nov. 18. Radio Station WOW Omaha won the award for the best news coverage by a radio station. Harold W. Baker accepted the award for the station. Both awards were based on overall excellence in news presentation and for a report on special coverage of one or more major news events along with coverage of community activities. For special events, WHAS-TV submitted to the awards committee its coverage of a $60,000 fire in Louisville and films of a "flying saucer." Dick Oberlin, WHAS-AM-TV news director, accepted the award for the station at the NARND banquet. Last year NARND cited WHAS as the best in radio news coverage.

BMI CLINIC SET

Choose KNBC for Dec. 1

THE FIRST Broadcast Music In program directors and librarians clinic to be held in Northern California was announced last week for Thursday, Dec. 14, at KNBC San Francisco.

Carl Haverlin, BMI president will head a group of BMI executives who will appear on the all-day program. California broadcasters and agency representatives will also talk. During the past year 14 such clinics have been held in New York, one each in Hollywood and Chicago.

Kaltenborn to Speak

H. V. KALTENBORN, veteran news commentator, will divulge off-the-record highlights of his *Fifty Fabulous Years* of news reporting activities, at the Nov. 30 luncheon of the Radio Executives Club, Waldorf-Astoria, New York. Mr. Kaltenborn's latest book under that title has just been published. A five-minute news report by commentators from the various networks will be inaugurated at this meeting, also.

ABOUT 200 radio newsmen converged on Chicago for the annual conference of the National Assn. of Radio News Directors, which adopted standards of practice for news treatment on the air and heard prominent government and industry speakers [BROADCASTING, Nov. 20]. Three-day sessions brought these pictorial highlights at the Hotel Sherman:

LEFT PHOTO—Jack Shelley (r), WHO Des Moines, Iowa, retiring NARND president, chats between panel sessions with (l to r) Francis McCall, NBC vice president in charge of television news and special events; Ed Wallace, WTAM-WNBK (TV) Cleveland, and Ian Ross MacFarlane, WCBM Baltimore.

CENTER PHOTO—"Offside" conference of newsmen is called by Ben Chatfield (l), new NARND president, and Soren Munkhof, newly-elected secretary.

RIGHT PHOTO—Group of radio newsmen in corridor discussion at news sessions are (l to r): Arthur J. Middleton, WELL Battle Creek, Mich.; Jack Cogswell, WHFB Benton Harbor, Mich.; Mark Weaver, KLRA Little Rock, Ark., and Jack Drake, KSWO Lawton, Okla.

* * *

NEWS CENSORSHIP ISSUE

Aired at NARND Meet

A PROLONGED discussion of censorship of news by government agencies highlighted the final convention session of the National Assn. of Radio News Directors, meeting Nov. 16-18 at Chicago's Sherman Hotel [BROADCASTING, Nov. 20].

Discussion centered around a minority resolution, offered by a three-man resolutions committee, condemning any effort to slant news and providing "that no agency of government should exercise any control over the content or presentation of news broadcasts, and it is incumbent on the radio station to exercise with care and integrity the right here asserted."

Chatfield President

In the election of officers, Ben Chatfield of WMAZ Macon, Ga., was named NARND president to succeed Jack Shelley of WHO Des Moines. Mr. Shelley was retained as an ex officio board member to work in an advisory capacity. The following news directors were elected to the board:

Jim Borman, WMT Cedar Rapids, first vice president, moved up from second vice president; Tom Eaton, WTIC Hartford, second vice president; Sheldon Peterson, KLZ Denver, treasurer, and Soren Munkhof, WOW Omaha, secretary.

After proposal to adopt the resolution was shuffled from table to floor, the group discussed the possibility of endorsing a similar resolution taken by the NAB last spring. At that time, NAB objected to the FCC action in the G. A. Richards case, charging "undue interference." Robert K. Richards, director of publicity and public relations for NAB, appeared before the newsmen at their request to outline what prompted the NAB move. He pointed out that the basic principles involved in the resolution were not the particulars of the case but the interference with the right of free speech and the fundamental precepts of due process of law.

Following further discussion, news directors voted 18 to 11 for the board to take whatever action it sees fit. Several speakers from the floor noted that endorsement of the NAB resolution could be construed as support for the Richards side of the FCC litigation, inasmuch as Mr. Richards and his stations were mentioned by name in the NAB statement.

Only 29 active members voted on the resolution, although the fifth convention attracted the largest turnout of any meetings thus far. About 120 of some 180 registered persons were acting news directors at stations or representatives of networks in the U. S. and Canada. The remainder of the registrants were press agents and public relations men from governmental groups and civic agencies.

Baker Host-Speaker

Dr. W. R. G. Baker, vice president of General Electric Co. and general manager of the electronics department, was host and speaker at the Saturday luncheon sponsored by his company. Describing television as a "volatile" industry, he said it "will not sound the death knell for radio in the foreseeable future" in spite of its "tremendous expected growth."

The public will rely for the most part on radio and the press for comprehensive news coverage for a long time to come, he said. Pointing out that 12 million radio sets are still being sold yearly, Dr. Baker congratulated the radio newsmen for "an excellent public service" and said: "You have created a radio listening habit that is almost unshatterable."

Declining to discuss color television, Dr. Baker predicted the status of the medium in 1955. In five years, he said, telecasts will reach 34 million homes, ("more than 80% of the presently-estimated number of homes"), and there will be 128 million people in television areas. Seventy-one percent of all U. S. families will receive programs from two or more video stations, setting "an unprecedented rate of saturation—greater by 50% than radio in the like period of its growth," he said.

Sees Fast Growth

He predicted the present number of TV stations, 107, will jump to an additional 416 within five years, totalling 523, after the freeze goes off. "Of these, 310 will be in areas which do not now have television coverage," Dr. Baker said. He estimated it will cost "just under $1 billion yearly" to provide operating revenue for the 523 stations, support four networks and give the public 70 hours of programming each week on all the stations.

"I believe television can and will find the required money to support it," the GE vice president said.

Foreseeing an industry which provides equipment and methods for "good, informative and fast-moving telecasts," Dr. Baker said: "It may be that a few years from now we will have found a method of recording video on magnetic tape. This would not only make TV cameras as portable as newsreel cameras, but would cut down the present time factor in use of film, and give a better picture."

He said "more immediate developments" which can make television better adapted to transmit news are extra-sensitive camera tubes, which would eliminate "much of the need" for brilliant artificial lighting; a black-and-white system which gives better detail, and new electronic devices which will bring better programming. He reminded newsmen that scientists and engineers "are always looking for methods to make all media more effective."

Although the work of the newsmen will be confined mainly to radio "for a long time to come," he said, "perhaps a new type of television news director will be created, one who is master of visual, as well as verbal, communication of fact."

Clifton Utley, NBC AM-TV commentator in Chicago, reminded that commentators-news directors have obligations to the sponsor, the broadcasting company, the audience and themselves. The commentator must build an audience for the sponsor, or products will not be sold, and the audience has to be "built as large as is consistent with the other responsibilities and with standards of decency," he said.

The news-reporter owes "a clean and decent job of news reporting" to his station, when doing an analysis as well as spot news, Mr. Utley said. The obligations to one's self "depend on your whole background." One formula is to have a basis in political science to which showmanship is added so that the person and show can be merchandised, he suggested.

The fundamental obligation to the audience, on spot news and analysis, he noted, is to inform, interpret and enlighten. Mr. Utley believes in "training the listener or viewer in certain logical processes of sound political thought" and by inference to present the basic information, the logic (the information plus an assumption), and the conclusion. He always attempts to point out, though, that the listener or reviewer can accept or reject the conclusion, providing rejection is based on "certain specific attacks and evidence or facts at fault in the chain of logical reasoning."

Opinion, inevitable in the selec-

(Continued on page 82)

AFRA STRIKE AVOIDED

2-Year Pact Set

THREAT of a nationwide strike against the radio networks, independent of the then prospective television strike (see page 68), by the American Federation of Radio Artists was ended Nov. 19, with announcement of a new two-year agreement retroactive to Nov. 1 with the networks by A. Frank Reel, national executive secretary of AFRA.

A 14.2% blanket wage increase in the sustaining code, and substantial but varying increases for staff announcers in New York, Chicago, Los Angeles, and San Francisco, were highlights of the new pact, details of which are still to be settled.

The networks are understood to have accepted "abnormal" increases in the sustaining code to avoid all but one single-category increase in the commercial code. It was agreed that the 30-minute category for actors, which was raised from $19.80 to $21.30 with $4 per hour for rehearsal, should serve as a basis for a blanket increase to be applied in the same proportion to the rest of the sustaining code. The new rate means a total of $39.50 for a 30-minute program with 4½ rehearsal hours, as compared to $34.40 under the old contract.

Announcer Category

Only one announcer category of the commercial code was increased. Rate for a 15-minute program, five-times-per-week show for 13 weeks was raised from $116.25 to $133.75, and repeat fee from $57.50 to $65.00. For six times per week, from $133.50 to $155, and repeat fee from $65.75 to $75. A cost of living clause permits reopening of the contract at a certain level.

Staff announcer increases, which were negotiated locally, were broadly estimated at 30% by union spokesman, although a network spokesman found this too high. In New York, Los Angeles, and San Francisco, the union attained its goal of standardizing wage rates to a considerable degree. New agreements provide for those employed as of Nov. 1 to receive $100 per week during their first year with present employers, and $115 per week thereafter.

In New York, employes also may choose instead a $10 weekly increase in their existing salaries, if that proves greater. In Chicago, the first-year-with-employer rate is $117, and thereafter $135 per week, but this includes payment for the first 12 commercial units performed by the announcer. In other cities, announcers receive fees for such units.

Other provisions include modifications of the "recapture" and "exclusivity" clauses in the old contracts. In Los Angeles and San Francisco, a time restriction of one week was placed on "recapturing" of employees earnings from other employers. In New York, "recapture" remains on a money basis, rather than time basis. Provision for "exclusivity" of employe services was modified in New York to permit outside employment in connection with open - end transcriptions; and with newsreels and motion picture shorts not for television use, providing name and likeness is not used on transcriptions, and normal duties are not interfered.

The Don Lee studios in Hollywood, from which some MBS programs originate, did not participate in the general settlement. Negotiations are continuing, according to a union spokesman, who sees some likelihood of a strike.

All agreements are subject to ratification by the AFRA membership.

FULTON LEWIS jr. (seated l) strikes the expected pose as Joseph P. Schaff, general manager of Capital Garage, Washington, renews the nightly MBS commentary on WEAM Arlington, Va., plus WASH (FM) Washington for FM coverage. Looking on are (l to r) Hudson Eldridge, WASH commercial manager; Everett L. Dillard, WASH president; Bruce Alexander, assistant to Mr. Schaff; Jeff Abel, radio-television director of Henry J. Kaufman & Assoc., agency; Howard Stanley, WEAM general and sales manager; Vaughn B. Oale, Capital sales manager.

VOD ENTRIES

May Reach 1.5 Million M

ENTRIES in the fourth an Voice of Democracy contest, ture of National Radio & Televi Week, are expected to reach 1,500,000-mark, according to cials of the U. S. Junior Cham of Commerce. The chamber sponsors the contest with NAB Radio-Television Mfrs. Assn.

The 1949 contest drew over million entries from the 29 high schools in the United Sta Alaska, Hawaii and Puerto R Transcriptions of state winn are arriving at NAB Washing headquarters, according to Os Elder, assistant to VOD Chairm Robert K. Richards, NAB pub affairs director.

The four national winners w be picked by a board of judg comprising nationally know figures. Winners will be given $5 college scholarships, trips to Was ington and deliver their address at Colonial Williamsburg. Va., the hall where Patrick Henry u tered many of his historic speech

The Washington, D. C., winne selected at a program Nov. 10 WTOP - AM - TV by prominen Washington officials, was Ricar Romulo, 17, son of the Philippine delegate to the United Nation Gen. Carlos Romulo. Gen. Romul who was scheduled to address th 1950 NAB convention, is one of th world's best-known orators.

ADVISORY GROUPS LEGAL?

Justice Eyes

INDUSTRY advisory committees set up to consult with government authorities on participation of broadcasters, manufacturers and other communications segments have mushroomed with amazing rapidity this past year—but are they legal?

That's what various government departments have been asking themselves and the Dept. of Justice. Root of the query is whether participation by members of any industry in such committees would constitute a violation of the anti-trust laws.

The Justice Dept. says it could—depending on whether such committees meet certain pre-established requirements, including the concept that government officials must hold the upper hand at all times.

Within the past year broadcasters and manufacturers have been asked to serve as advisory officials to the Executive Office of the President, the Munitions Board, the U. S. Army Signal Corps, the National Production Authority and others.

Already created are such industry groups as the Broadcasters Advisory Council (see separate story), the Joint (Munitions Board-National Security Resources Board) Electronics Industry Advisory Committee, the Signal Corps Advisory Council, the Communications Industry Advisory Committee to NPA (see separate story) and still others.

Ever-prevailing concern generally stems from the ticklish possibility that industry segments may enter into contracts with one another that would tend to conflict with anti-trust laws, or that government agencies themselves may even issue directives which would have the same effect. NPA authorities themselves have treaded softly on the question of whether it should tell electronics manufacturers just what they may manufacture in view of metal scarcities—at present anyway.

Justice Stand

The Justice Dept. takes the position that as long as industry advisory committees are carried on within certain limitations, possibility of violation would be "minimized." But it reserves the right to institute civil or criminal actions in certain cases. This was revealed in a letter sent to Commerce Secretary Charles W. Sawyer by Peyton Ford, deputy attorney general, Justice Dept.

The department prescribes the requirements:

(1) There must be statutory a thority for employment of such com mittees; (2) agenda for such commi tees must be initiated and formulat by the government; (3) meetings mu be held under the chairmanship fulltime government officials; (4) f and complete minutes of meetings mu be kept; (5) functions of such com mittees must be purely advisory a any determinations of action to taken must be made solely by gover ment officials.

The department asserted:

". . . It should be clear to pa ticipants (however) that the Dep of Justice retains complete fre dom to institute proceedings, eith civil or criminal, or both, in t event that any particular plan course of action is used to a complish unlawful private end Further, (it) retains full freed to institute civil actions to enj continuance of any acts or practic found not to be in the public in terest and persisted in after not to desist."

The Justice Dept. explained th while decision to form such a com mittee rests with the specific d partment, it has received a "num ber of requests" to clarify its p sition.

XUM

THE REAL RADIO AUDIENCE IS GREATER THAN YOU THINK!

"Sets-In-Use" Figures Must Be *Multiplied* to Determine True Audience!

PERCENTAGE OF SETS-IN-USE IN IOWA HOMES HEARD BY DIFFERENT NUMBERS OF PEOPLE

	WEEKDAY	SATURDAY	SUNDAY
Total Quarter-Hours, Sets-In-Use	38,760	4,035	5,906
Proportion of Total Listening Time When a Set-In-Use was Heard By:			
One person	40.0%	29.0%	20.3%
Two persons	35.6	40.7	35.0
Three persons	14.5	16.7	20.5
Four persons	6.2	8.2	12.3
Five persons	2.4	1.8	4.8
Six persons	0.8	1.7	2.5
More than six persons	0.5	1.9	4.6
	100.0%	100.0%	100.0%

In Iowa, does the average "tuned-in" radio set have just one listener, or is it more apt to have two or three? What's the difference on Saturday and Sunday . . . on farms and in the city?

The 1950 Iowa Radio Audience Survey* provides reliable answers to these questions—answers compiled from diaries kept for 48,701 quarter hours at the time of listening by 930 scientifically-selected Iowa homes. It shows that 60% of the time on weekdays, a "set-in-use" has two or more listeners! Weekend figures are even higher—71.0% on Saturday and 79.7% on Sunday!

The above table tells the story . . . proves that in Iowa, *the "single listener" is the exception rather than the rule!*

When broken down into urban, village and farm categories, the "sets-in-use" audience varies in some respects . . . remains constant in others. Complete details in the Survey itself.

In addition to revealing many such hitherto unknown facts as the above, the 1950 Iowa Radio Audience Survey contains much additional proof that *Iowa listening is at an all-time high!* Also WHO continues to dominate the great Iowa audience.

Get your copy of this invaluable survey, *today*. Write direct, or ask Free & Peters.

* The 1950 Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,110 Iowa families and diary records kept by 930 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms. It is a "must" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

PBS BEGINS

Name Talent Inaugurates

PROGRESSIVE BROADCASTING SYSTEM was to begin operations yesterday (Nov. 26) with a special three-hour inaugural program. Its regular 7 a.m.-7 p.m. daily schedule was to open today.

The number of PBS affiliates that would carry the new network's programs was uncertain last Friday at the time this story went to press. A PBS executive said he was unable to announce a station count because negotiations were still pending with many stations.

PBS will operate out of three originating points, New York, Los Angeles and Chicago. The network programming will be fed to the eastern time zone out of WNJR Newark, N. J., with which PBS concluded an affiliation agreement last week. Pacific time zone stations will be fed out of Audio-Video Studios, Hollywood. As of last Friday noon, the origination point for the central time zone had not been arranged.

A PBS spokesman said Friday noon that an affiliation with an unidentified Chicago station was expected "within hours."

At least at the outset, there will be no PBS feed into the mountain time zone.

Transcribed Shows

PBS programming will mostly be produced and transcribed in Hollywood. The transcribed programming will then be fed to the network at 7 a.m.-7 p.m. local time in each of the three time zones. The use of transcriptions eliminates the need for costly telephone lines to tie the network together coast-to-coast.

The special inaugural show yesterday was to include a large line-up of star talent. Wayne Coy, FCC Chairman, was to appear in a welcoming talk. Talent was to include Eddie Cantor, Bob Hope, Mel Torme, Carmen Miranda, Edward Arnold, Spike Jones, Jeanne Cagney, Frankie Laine, Peggy Lee and many others.

One factor that threw PBS behind schedule in the last weeks of arranging its debut was the telephone workers' strike during which AT&T was unable to make new commitments on as large a scale as PBS wanted. With the strike ended PBS was understood to have been assured by AT&T that its orders would be fully met soon.

PBS officers are Dr. Miller McClintock, chairman of the board; Larry Finely, president; Donald Withycomb, executive vice president; Robert B. White, vice president, central division, and Forest Wallace, vice president, Pacific Coast division.

PBS, in soliciting prospective affiliates, has stressed the uniqueness of its structure. It furnishes daytime program service for a flat fee based on the size of the station. There is no network option time, and stations may use as much or as little of the PBS programming as they choose.

PBS programs can be sold locally, regionally or on a network basis, but it is expected that local sales will predominate.

WDOV Dover, Del., has signed as an affiliate of PBS, it was announced by Mildred Carroll, WDOV general manager. WIL St. Louis also has joined PBS, according to L. A. Benson, president of station.

DAIRY DOLLAR

Faber Cites Radio's Claim

RADIO'S claim on the public relations dollar on the basis of personalized contact and preference over other media was outlined to publicity agents for various dairy organizations at a convention of the National Milk Producers Federation in Minneapolis.

Jim Faber, farm director at KROC Rochester, Minn., supported the claim for radio by citing surv ys and detailing the advantages of selecting the time of day best for a firm's message, setting the mood of the audience and personalizing the contact between the dairy concern and listeners.

POWER FAILS

Hub Stations Work Fast

A POWER failure in Boston Sunday evening, Nov. 19, caused Boston radio stations to summon all their Yankee ingenuity and emergency power supplies. The blackout, caused by a switching error in the high tension wires, lasted an hour and plunged Boston and an estimated 25 surrounding towns into total darkness.

Reports to BROADCASTING last week included:

Kip Culley, WEEI Boston engineer, had to fumble around in the dark as he tried to locate a patch-cord and jack in order to hook up the battery powered equipment. He succeeded and WEEI reported an air time loss of only two minutes.

Quick work by Carmen Ferraro, WCOP Boston transmitter engineer, kept the ABC outlet on the air with a lapse of only 1½ minutes. Mr. Ferraro switched the programming to the transmitter, which was not affected by the blackout, and after making a hurried announcement to the effect that there had been a general power failure in Boston, he began playing musical recordings on the turntable located there. Within 20 minutes, Ron Cochran, WCOP news director, had joined Mr. Ferraro at the transmitter to fill in with news reports.

AD PLANS

Shurick Urges Close Analysis Of Media

A PLEA for advertisers to apply "more than the superficial research that is prevalent today in radio" in determining radio and television plans was made by Edward Shurick, CBS market research counsel, at the Sales and Advertising Executives Club of Charlotte, N. C., Nov. 17.

He said "snap judgement and throwing overbroad of program investments which promise long-life returns, and then starting all over again later by buying back in, will be even more costly in television than in radio today."

Careful analysis, he said, will show the strong points of all media and can lead to sensible appropriations. Some advertisers have deserted radio because rating figures fell off, without considering that "a slight decline in a listening rating wasn't anything compared to the steadily decreasing values of . . . magazine advertising."

Mr. Shurick showed a chart explaining how reader noting of black-and-white magazine advertisements has steadily declined since 1944—although circulation cost has risen almost 18% higher than the low year of 1946. "You can imagine what happens therefore to 'noting - cost-per-thousands,'" he said.

Mr. Shurick said that the four leading weekly magazines, *Life*, *Look*, *Collier's* and the *Saturday Evening Post*, were "faced by a 54% average increase for black-and-white advertisements since 1944—an increase from $1.48 a thousand to $2.28.

The four leading women's service magazines, *Woman's Home Companion*, *Good Housekeeping*, *Ladies Home Journal* and *McCall's* are "even in a more unhealthy position," he said. The average cost-per-thousand for advertisement noters in those magazines has risen 68% since 1944, from $2.16 a thousand to $3.62.

"Examine by more than one yardstick your advertising buys in all media," Mr. Shurick said. "There is more to the story than mere big city rating points. Radio, by being in over 95% of the homes of this country, provides the advertiser with a circulation base that is not even approached by other forms of advertising."

Radio, he said, continues to provide the only "truly economical means to reach practically all families." Television, "an exciting new medium . . . paying off in advertising returns unheard of in past media history," should be an important part of an advertiser's media effort, he noted.

But money for television should be "new money," he said. If, however, new money for TV is not available, "every precaution should be taken to see that the advertising dollars come from less productive media."

upcoming

Nov. 30-Dec. 2: Western Assn. of Broadcasting Engineering Convention, Palliser Hotel, Calgary, Alta.

Dec. 1-2: Florida Assn. of Broadcasters, Mayflower Hotel, Jacksonville, Fla.

Dec. 3: Ontario Regional meeting, Canadian Assn. of Broadcasters, Royal York Hotel, Toronto.

Dec. 6: Tennessee Assn of Broadcasters, Andrew Jackson Hotel, Nashville.

Dec. 7-9: Academy of Radio Arts (Canada), Royal York Hotel, Toronto.

Dec. 8: Television Broadcasters Assn. meeting, Waldorf-Astoria, New York.

D.C. MEDIA WAR

'Peace' Meeting Held

WASHINGTON, D. C.'s two-decade media war, newspapers vs. radio, appears to be moving toward an armistice.

Action to end traditional hostility of newspaper interests toward radio journalism got under way Wednesday at a meeting in Washington of an all-media committee headed by Bascom N. Timmons, veteran capital newsman.

Full recognition of radio-television reporters on an equal basis with newspaper and press association interests would result under the project, winding up a battle in which broadcasters have had to fight their way into news sources because of the opposition of print media.

Merging of press, radio and periodical galleries on Capitol Hill may eventuate from the project.

The committee was named six weeks ago by William F. Arbogast, AP, chairman of the Standing Committee of Congressional Correspondents. Mr. Timmons was unable to call a meeting at an earlier date because he was in Korea on assignment.

Wednesday Session

The Wednesday meeting, held at the Statler Hotel, was purely exploratory but it indicated willingness by printed media, radio, TV, movies, magazines and photographers to work in harmony. Radio and television were represented by William R. McAndrew, general manager of WRC-WNBW(TV) Washington, president of the Radio Correspondents Assn.

Many of the news-gathering problems in Washington are common, it was agreed. This points to need for a clearing house and solid-front approach by all legitimate news-gathering agencies. Combined influence of the group it was suggested, would be helpful in barring lobbyists and 5-per centers from news conferences.

Integrating of separate associations, such as Radio Correspondents Assn., into a single group was discussed.

The Timmons committee, whose powers are limited to investigation, is to report in January to the Standing Committee of Correspondents.

"COLD" PLUGS ON 14 **KTUL** NEWSCASTS OVER 2-DAY PERIOD BROUGHT. . . .

7,137 immediate *REQUESTS*

FOR U.P. FOREIGN NEWSMAPS!

KTUL'S "AUDIENCE-*ACTION*" POWER ASSURES THE MOST FOR YOUR ADVERTISING DOLLAR!

CBS in TULSA and EASTERN OKLAHOMA'S BILLION-DOLLAR MARKET

KTUL

JOHN ESAU
Vice President
General Manager

AVERY-KNODEL, INC.
Radio Station Representatives

PAPERLESS PITTSBURGH

Radio Helps Business Firms and Public

RADIO was cast in a role it likes best during the Pittsburgh newspaper strike—it was called upon by the community to provide news and other services normally taken for granted by the public.

That it did its part nobly is borne out by evidence that has been piling up since the strike's end. In addition, radio dramatically demonstrated that it can shoulder a great part of a community's business load when the only available advertising medium.

The Steel City was on a strict radio diet for 45 days—the period when AFL mailers and truck drivers maintained a walkout against the city's three dailies, shutting them down from early October to Nov. 14. All radio outlets KDKA WCAE KQV WJAS WWSW WPIT WPGH WKJF (FM) and the city's only TV outlet, WDTV, revamped schedules in order to provide more local and national news coverage and services and features normally presented by the newspapers. The keynote was cooperation with the struck press and its advertisers.

The reconstructed picture of how radio stuffed the gap shows (1) department stores buying up all available commercial time on the airwaves, (2) cooperation between the retail firms and the broadcasters, (3) concentration of newscasts, a majority sponsored, and (4) cooperation between the outlets and the newspapers.

Pittsburgh's major department stores entered institutional advertising by printing—with stations' aid—all radio and TV logs for a week's period and distributing them at the rate of between 180,000 and 200,000 per week. An agency study of the strike period showed radio and TV information third and fifth respectively, as the material most missed by the newspaperless public. Newscasts were increased by nearly every one of the stations. As an example of the type of staffing necessary, one station, WWSW, increased its newsroom by 11 men and added local probes, police and fire beats to the usual radio coverage. Most of the additional help were experienced news reporters, temporarily out of a job because of the strike. In this way, most of the radio outlets helped the community over the rough spots.

The national elections Nov. 7 fell into the strike period. Stations pooled facilities, bearing the cost of Tri-State Bureau, a local election service usually maintained by the local newspapers. Greatest sponsorship of added newscasts was from department stores.

In addition, daily services performed by newspapers such as the obituary column were aired. WJ and WWSW aired obits, and co strip sequels, the latter service being telecast by WDTV.

Weather reports were given greater detail and received co attention in the stations' prog logs.

All stations cooperated w newspapers by carrying up-to-t minute bulletins on the st mediators' progress in negotia the walkout.

WDTV telecast live shopping merchandising programs from finished studios. The station busy changing its location to a studio-building. Among big partment store advertisers u the outlet was Joseph Hor which also sponsored news KDKA. Also using WDTV Gimbels.

Listening at Peak

Listening, of course, was a peak. Record radio tuning reported in a Guide Post Resea (Pittsburgh) survey. A study fo that 85% of the public received formation from radio, 24.9% fr out-of-town papers, another 2 from television and the remain split among weeklies, magazi and the union-printed newspap

KDKA added a daily mim graphed news sheet, giving out s 10,000 copies every day at t largest buildings and restaura in the city. The newspapers bou spots on stations. Gimbels sp sored a reading of comics on t *Post-Gazette's* WWSW.

Automobile firms, introduci new models at the time of t strike, turned to radio. Nash i creased AM spots and station bre announcements. Also using ra spots was Kaiser-Frazer.

The Pennsylvania Public Utili Commission purchased four co minute spots to publicize an a nouncement of hearings for t building of a new road—a m usually confined to the small ty of the newspaper.

NEW RURAL SURVEY PROVES WDAY IS 17-TO-1 FAVORITE!

A 22-county survey of rural listening habits made by students of North Dakota Agricultural College shows that WDAY is a 17-to-1 favorite among the wealthy hayseeds in these 22 counties. In answer to the question "To what radio station does your family listen most?" *78.6% said WDAY; 4.4%, Station B; and 2.3%, Station C!*

The same overwhelming preference for WDAY holds true in the city too. For the second year in a row, WDAY got the Nation's highest Hooperatings, Morning, Afternoon and Evening, among all NBC stations in the country for the period Dec. '49–Apr. '50! *WDAY's Share of Audience was 64.2% in the Morning, 66.5% in the Afternoon and 64.0% in the Evening—against 21.1%, 13.0% and 15.1% for Station B!*

Write direct or ask Free & Peters for all the fabulous facts, *today!*

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

AWB MEET

District 2 Sits Dec. 2

SECOND district of the Assn Women Broadcasters will hold annual meeting Dec. 2-3 at Hotel Syracuse, Syracuse, N.

Mrs. Doris Corwith, operati manager, NBC public affairs partment and district chairman AWB, will preside. Mrs. Ha Hardeke, WSYR Syracuse, w act as hostess.

Saturday morning, Dec. 2, w be devoted to panel discussions "Who Buys Your Program Why" and "Who Sells Your P gram and How." Following panel, William T. Fay, gen manager, WHAM Rochester NAB District 2 director, will sp at a luncheon meeting on NAB its relationship with AWB.

"What goes Into Your Progra will be the topic of the after panel. Following a breakfast m ing, Dec. 3, the AWB members v visit the Radio-Television Center Syracuse U.

To a businessman with a driver's license and no Cadillac

(This is not a *Cosmopolitan* contest ad)

Once upon a time there was an Iowan* who knew very well the answer to an old riddle. There was no doubt about it: The chick came first with him because he owned a fertile hatchery. *(Everything is fertile in Iowa. The average Iowa acre grosses between $4.50 and $5 cash per month. Acre for acre it's the best in the U. S.)*

Since the going price for chicks is around $150 per M, and his hatchery hatched chicks by the M's, this Iowan had a lot of eggs in one basket.

There's a Musical Clock on WMT wound by a guy named "Howdy" Roberts. He got to brooding about the chicks and hatched a fowl commercial. For chicken-feed ($43.30 per ¼-hour on a 52-time basis) he egged on WMT's listeners. They scrambled to their phones *(more farms in Iowa have telephones than in any other state)* and ordered 23,000 chicks after a single ¼-hour program.

The Iowan bought a new Cadillac.

Ask the Katz Agency man to show you how WMT puts you in the driver's seat in Eastern Iowa.

WMT
CEDAR RAPIDS

5000 WATTS

600 KC

DAY AND NIGHT

BASIC COLUMBIA NETWORK

** We've always wanted to run an ad that said "Name on request" just to see if anyone would request it. On the other hand, if nobody did (though why they should is arcane) the agency might look bad. Why take chances? His name is Mr. Vance McCray.*

we're going to give them

Only a few days ago, Associated Program Service sent the following announcement to all of its subscribers throughout the radio industry. Normally, this would have been a confidential memo intended for them alone—yet what it reports is of such importance that we think the facts should be shared with everyone in the whole field of broadcasting.

This memo is a wish coming true. Our wish—and yours, too.

As broadcasters, we've both long hoped that the folks who produce services for us would find some way to plan these services *as station operators would plan them.* Plan them, that is, for maximum productivity in terms of audience and especially in terms of dollars.

Well . . . it's happened. And it couldn't have happened to a nicer organization than Associated. For several weeks now we've been traveling the nation, visiting stations, talking to broadcasters, asking them what they thought a real broadcasters' library should be.

Here's what they said:

1. Broadcasters want a library service with a built-in **SALES SERVICE!** They want a library that produces income—easily!
2. Broadcasters want a library that offers real program help. They want news about *new* program developments. They want program service that *cuts costs and ups ratings.* They want to know how to get the *most* out of a library. They realize that the new developments in sales and programming in radio must come from stations from now on—and they want all the necessary tools.
3. Station men say they want a good, big, basic, well-balanced musical library. And they want quality reproduction, ease of handling—*and lots of new releases all the time!*

To meet these requirements—based on the *actual specifications set by broadcasters*—Associated is now planning to deliver a brand new kind of service to its subscribers. We think it's going to set a pattern for radio library service from now on. Here's the pitch:

First—*we're going to help you sell.* Not just by sending you bulletins . . . not just by grinding out sales aids. **We're going to work directly with your sales staff—at your station!**

Here's how:

Beginning in January 1951—and continuing monthly thereafter—I'm going to put *a sales meeting on a transcription* and send it to every Associated subscriber station. Each transcription will cover a different phase of selling radio advertising. Some will cover fields of retail business—furniture, ready-to-wear, used cars, banks, etc. Others will cover techniques of salesmanship, presentation, creative selling, etc. And I've invited guests to accompany me to your sales meetings via these transcriptions—top men in various retail fields and other folks you've always wanted to have talk to *your* sales staff, right in your own offices!

Ahead of each transcription will come a complete suggested outline for the sales meeting itself—complete even to assignment forms to use in connection with the meeting project: forms that will help you find out exactly how much business these sales meetings produce for you.

All you will have to do—once each month—is call a sales meeting. Tell your men we'll be around to talk directly to them—bringing a guest or two. And you've solved the problem of "what-to-say" at a dozen of your 1951 sales meetings, at least. (Incidentally, we'll be saying *some* things at those meetings that you've always wanted to say—but wished someone else would say for you!)

That's item #1. Here's item #2:
Broadcasters say there's no substitute for talking shop and exchanging ideas with other broadcasters *in person.* We agree, and we want to help. So we're scheduling a series of sales (and program) clinics throughout the nation during 1951. *For Associated subscribers only, of course.* These will be the kind of meetings that everybody's always talked about but nobody—so far—has ever really held. A full, jam-packed day of shop talk. Sure, we'll take a few minutes to talk about the APS library—because broadcasters *want* to talk about and learn more about the library as a sales and program tool. But the bulk of each session will be designed to bring you up-to-date on what's new, different and successful in sales and programming . . . in terms of what is *actually* being done in the field.

You'll get your invitation to the conference in your area just as soon as it's scheduled. And this full day of meaty business discussion will be a part of your Associated subscription. There will be *no registration fee* for Associated subscribers—and non-subscribers won't be invited, of course.

What else? Lots of things—too many to list here, in fact, but here are some:

- *A new, informative monthly bulletin.* Any station manager or sales or program executive will recognize what its title means: **"THE NEEDLE."** A roundup of sales and program ideas as we see them travelling around from market to market, from station to station.
- *Bigger and even better sales presentations* for the shows in your Associated library. Practical show promotion kits, too—for use by local sponsors.

APS Associated Program

151 West 46th Street, New York 19, N. Y.

WHAT THEY WANT!

- *A series of "how-to-use" manuals,* written for you by broadcasters and transcription specialists. They'll tell you how to get the best reproduction, easiest handling and smoothest programming from your library.
- *More and more special transcription material*—like Associated's already-famous weather, time, Dollar-Day, Christmas and retail musical lead-ins . . . every one produced with *sales* in mind.

Remember—this isn't an invitation to subscribe to an additional service! You've earned this service by being an APS subscriber in the first place. It's a franchise we think our subscribers will want to guard carefully—a service only a limited few will be able to procure as time goes on.

Does that mean APS won't take new subscribers? Not exactly. But it is a fact that there's a real shortage—and an increasing one—of raw materials that go into the production of transcriptions and records. Vinylite is scarce, for instance, and certain metals are almost impossible to obtain. Others have gone underground, into the "gray market" where prices jump from, let's say, 80 cents a pound to $8.00. We manufacture all our own transcriptions in our own factory in Kentucky and we're beginning to face some practical realities. Our costs are soaring. Our supplies are getting scarcer. Our technique of manufacture isn't a mass-production one—the discs you get from us are literally hand-made, because our quality standards are so high that we actually average only a dozen discs or so from each metal stamper.

The solution? Slam prices up, drop quality standards, buy on the black market. *Or else—and this is the way we're doing it*—put everything you have into serving those with whom you've dealt all these years and produce new libraries only when the materials aren't needed for current releases to subscribers. Just how long we can adhere to this policy is a moot point, and as a subscriber you should study the following data carefully:

1. **You are protected against price-increases** for the life of your current contract.
2. **We are still permitting current subscribers to extend their contracts** to a maximum of five (5) years. If you want this additional protection, however, you should request it at once—certainly before January 1.
3. **We will accept only a limited number of new subscriptions** during the coming year. When we have them—and they're coming fast!—our field staff will concentrate on the sales and program services described earlier in this letter.

TO SUM UP: This library is going places! In 1951 we think it will be the most valuable sales and program tool in the industry—and this in an era in which the initiative for sales and programming is once again in the hands of station people. To help you do a better job of selling we'll provide you with

- transcribed station sales meetings
- regional sales-programming conferences
- regular bulletins on sales and programming
- program sales presentations for local use
- sponsor-promotion kits for our shows
- more of those grand APS scripts and programs
- lots of personal service from our field staff
- manuals to help you get the most from your library
- price and quality protection as long as possible

AND . . . *the best basic library in the business.*

We want you to feel, in '51, that your library can and will *pay for itself!*

MAURICE B. MITCHELL
General Manager,
Associated Program Service

Associated Program Service, however, *can* still accept new subscribers at current rates. If you are interested in being one of them, fill out the coupon below and mail it to us right away. You'll receive a prompt reply with full facts on Associated Program Service and its reasonable cost to your station.

Service

"the library that pays for itself"

MAURICE B. MITCHELL, General Manager
Associated Program Service
151 West 46th Street, New York 19, N. Y.

I am interested in knowing more about Associated Program Service for my station. Will you air mail the facts to me?

*Name*_____

*Title*_____

*Station*_____

*Street*_____

*City*_____ *Zone*_____ *State*_____

INDIANA MERGER

Four Stations Join Forces

MERGER of the licensees of four Indiana radio stations—WISH Indianapolis, WHBU Anderson, WANE Ft. Wayne, and WHOT South Bend—was announced last week by C. Bruce McConnell, chief owner of WHBU, WANE, and WHOT, and Frank E. McKinney, president of WISH.

The consolidation is subject to the customary FCC approval. It involves the reorganization of Universal Broadcasting Co., which now operates WISH, as the parent corporation of WHBU, WANE and WHOT as well as the licensee of WISH.

Mr. McConnell, who acquired a 43% interest in WISH a few days before the merger was announced, will head the reorganized Universal and own 67.885% of its stock. Mr. and Mrs. McKinney, who hold 35% of Universal as the licensee of WISH, will have 10.6% of the company as the owner of all four stations. Earl H. Schmidt, a substantial minority stockholder of WHBU and WHOT, will have 14.01% of the new Universal, and Frank M. McHale, Indianapolis attorney who owns 10% of WISH, will have 3% of the reorganized firm.

Mr. McConnell acquired his 43% interest in WISH about two weeks ago from Robert H. Hinckley, ABC vice president, and Mr. and Mrs. George Hatch, part owners of KALL Salt Lake City and the Inter-Mountain Network, for a reported $151,000, or about $75,500 to the Hatches and a like amount to Mr. Hinckley.

The merger involves no monetary consideration, stock in the reorganized Universal being issued to the stockholders of WHBU, WANE, and WHOT in return for their respective stock shares in those stations. New Universal stock will be issued, increasing the company from a $300,000 stock corporation to one of $1,000,000.

The plan is conditioned not only on FCC's approval but also on its classification by the Internal Revenue Bureau as a tax-free reorganization.

Plan TV Service

Messrs. McConnell and McKinney said in a joint statement that they plan to provide television service to major Indiana markets at the earliest practical date, and also to add other radio stations to give more complete coverage in Indiana and bordering states.

It was pointed out that the new WISH studios, completed a year ago, include complete televi- studio facilities.

Messrs. McConnell and McKi- also noted that the four stati- provide service to more than 2 m- lion Indiana listeners. Mr. M- Connell will direct the operation- the stations. He said he plan- to retain their present staffs a- local management executives, w- efforts toward program service i- provement the only change conte- plated.

All four of the stations are n- work affiliates. WISH, WHB- and WHOT are affiliated with AB- while WANE and also WHBU a- affiliated with CBS.

Officers of the company follow- reorganization will be Mr. McCo- nell, president; his son, Robert L- vice president; Mr. Schmidt, secr- tary; and Mr. McKinney, treasure- Mr. McHale and the officers wi- compose the new board of directors.

WISH operates on 1310 kc wi- 5 kw day and 1 kw night. WHBU- WANE, and WHOT are 250 w ful- time outlets on 1240, 1450, and 149- kc, respectively.

Applications submitted to FC- by the law firm of Haley, McKenna- & Wilkinson, Washington counsel- showed the new ownership of Uni- versal, following the reorganiza- tion, will be as follows:

C. Bruce McConnell, 67.885%; Mr. and Mrs. McKinney, 10.6%; Earl H. Schmidt, 14.01%; Mr. Mc- Hale, 3%; Owen G. Bush, 2%; with the remaining 2½% being divided among six other stock- holders.

The BIG PLUS in Little Rock can be yours . . . if you advertise on —

NBC's Arkansas Powerhouse-KARK

Send today for the illustrated brochure that gives the FACTS, and shows how you can put this PLUS to work for you in the sales oasis of fast-growing Arkansas. Just write us or ask your nearest Petry Representative for your copy!

National Representative: EDWARD PETRY AND CO., INC.

KARK dial 920 NBC 5000 WATTS

Arkansas' Preferred Station

T. K. BARTON, Gen'l Mgr.

JULIAN F. HAAS, Comm'l Mgr.

WBCC PACT

Joint Sales With Paper

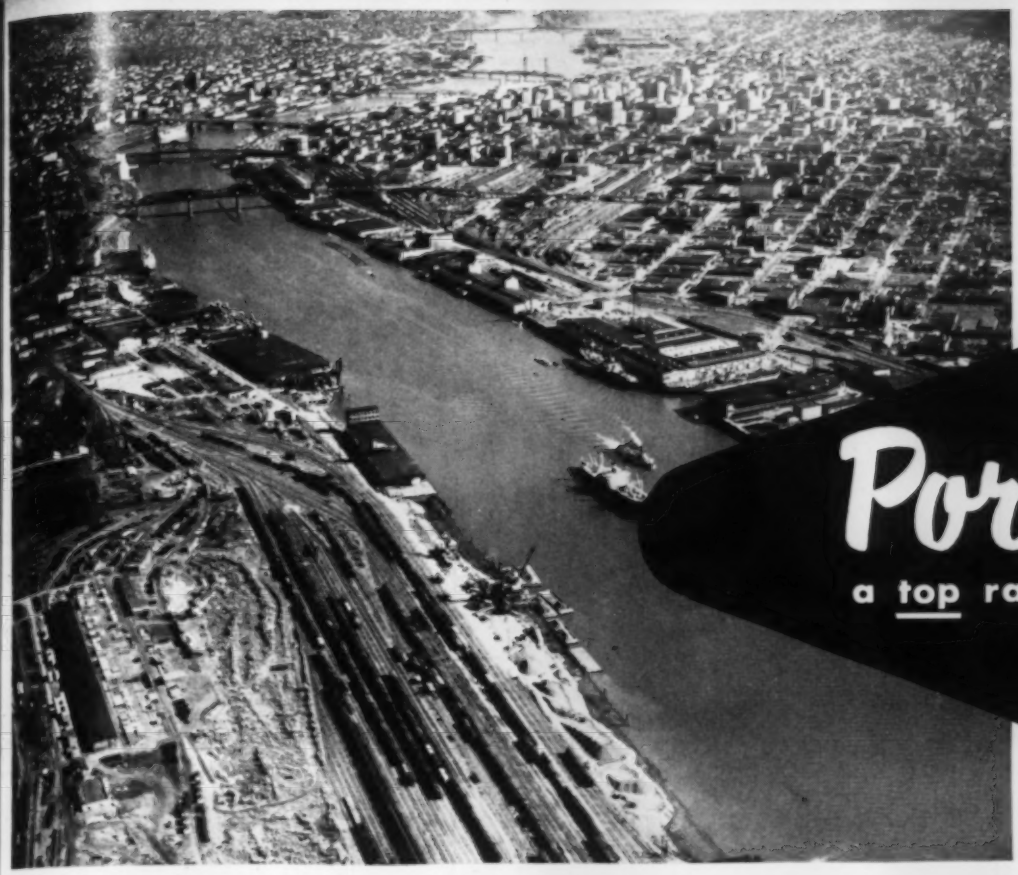
WBCC - AM - FM Bethesda, Md., a suburban Washington station, is now operating under a sales management contract with Bethesda Newspapers Inc., the newspaper firm announced last week.

Arthur C. Stringer, who left NAB last summer after 11 years with the association, is general manager of the station. Mr. Stringer has been a consultant to Robert J. Smith, president of Bethesda Newspapers Inc., and handled the merging of the two Bethesda newspapers owned by Mr. Smith.

Willard D. Egolf, who has directed WBCC since its opening in 1947, remains as president, director and part owner. Mr. Egolf is now devoting fulltime to his law practice and other interests.

KYMA on Air Dec. 11

NEW 250 w station, KYMA Yuma, Ariz., expects to start operations Dec. 11, on 1400 kc. Owner is Salt River Valley Broadcasting Co., of which John L. Hogg is president. Station becomes part of the Arizona Network and as such will be an affiliate of the Mutual-Don Lee Network. Stations comprising the Arizona Network are KOY Phoenix, KTUC Tucson, and KSUN Bisbee.



Portland

a top radio market with KEX

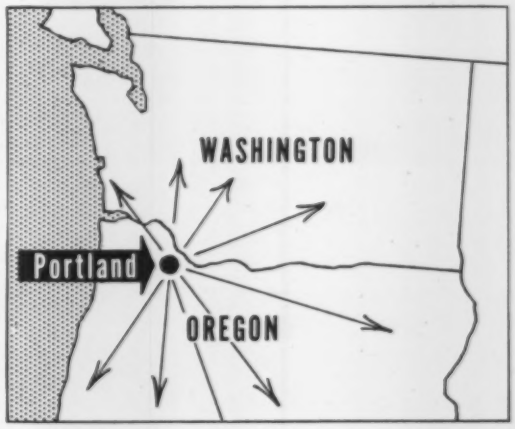
With consistently higher radio ratings than other West Coast cities (including percent of sets in use).. and with *lower* radio rates than most markets of comparable size.. Portland today shines as one of the nation's best markets for the use of radio as a basic sales medium!

Market Facts

POPULATION	
City	371,011
5-county metropolitan area	723,927
41-county BMB area of KEX	1,699,200
RETAIL SALES	
City	$ 632,200,000
5-county metropolitan area	774,100,000
41-county BMB area of KEX	1,590,100,000
10-YEAR SALES INCREASES*	
Automotive	339%
Furniture, radio	354%
Food	232%
Average of all gains	225%

*Statistics courtesy Sales Management

Portland is the distribution center for most of Oregon, much of Washington. Cover this vast market with KEX.. Oregon's *only* 50,000-watt station. Compare rates with other media! Check Free & Peters for details.



KEX

PORTLAND, ORE.

50,000 WATTS

ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

square dancing, the whole family pastime,
gets big boost from the whole family station,

11,000 PEOPLE jam Chicago Stadium to see our first INTERNATIONAL SQUARE DANCE

The men behind the event: Glenn Snyder, WLS General Manager; Walter Roy, Chicago Park District Recreation Director; James E. Edwards, Prairie Farmer-WLS President; Ernest Lee, Canada's National Director of Physical Fitness.

IT WAS NEEDED...

WLS, living close to its listeners, saw square dancing grow in favor in both cities and rural areas. Our mail brought a stream of requests for callers, square dance music, instructions. Chicago Park District recreation leaders reported on how rapidly they were having to expand their square dance teaching staff to meet city-wide demand. Listeners and recreation leaders alike said, "We need a focal point, a way to get together to keep square dancing the clean, wholesome, family recreation it is." Answering this expressed need of our people, we put our showmanship experience of 26 National Barn Dance years, our selling skill and publicizing power to work with the facilities and knowledge of the Chicago Park District's nationally known recreation men and leaders from a score of states and Canada.

Left, Mrs. Laurie Guy, 72, and Carol Carpenter, 14, typify age-spread of dancers coming to the Festival. Center, three sheet poster used throughout Chicago. By the time these were printed, WLS promotion had already sold out the $2.50 seats. Right, Georgia's 58-person delegation starts off their special railroad car.

AND WE RESPONDED...

The skills that made the WLS National Barn Dance an American institution and a potent advertising medium went to work . . . organizing the nation with state leaders over an area 2,500 miles wide by 3,000 miles long . . . contracting for huge Chicago Stadium . . . planning a rounded, complete campaign that would not only sell the Festival but also strengthen square dancing . . . consulting leaders . . . developing rules that would help, not hinder the growth of square dancing in family, neighborhood and community. We are tremendously gratified at the way top recreation men, not only in our own four-state "community" but all over the nation, accepted our leadership and worked shoulder-to-shoulder with us.

WLS—FIRST IN SERVICE, ENTERTAINMENT AND RESULTS IN THE CHICAGO

FESTIVAL

A NATION-WIDE SUCCESS

768 square dancers and callers travel as much as 2,000 miles to exhibit their skill, costumes and square dance styles in Chicago's outstanding entertainment event of the year—the first International Square Dance Festival, October 28, 1950—planned and staged by Prairie Farmer-WLS in cooperation with the Chicago Park District.

They filled the giant Stadium's 15,000 square foot floor with a colorful spectacle for packed stands to see.

THE RESULTS...

A morning Leaders' Institute drew 450 outstanding square dance folk to see special demonstrations, hear talks and panels, and discuss the best interests of their favorite recreation. The afternoon was devoted to rehearsals and get-acquainted dances for the 768 participants.

At night, 11,000 people packed the stadium (nearly 10,000 paid at an average of $2.00 a seat) to watch a series of unusual spectacles . . . exhibitions of square dancing as it is done in Idaho, Minnesota, Georgia, Indiana, Missouri, Kentucky, Canada and many other regions. A unique specialty combined sets of blind, deaf, polio-crippled, under-12 and over-65 dancers. Canada's group of French Canadians danced to a call in French, following the singing of the Canadian National Anthem. Our mail now is packed with plaudits from witnesses of the thrilling spectacle.

JUSTIFY A FUTURE...

Nearly every letter received, whether from participant or enthused spectator, has mentioned "next year's festival". . . and so an experiment in a different type of public service is already making itself into another WLS tradition.

It is living close to our listeners that enables WLS to feel the pulsebeat of the people . . . and render the service they want, when they want it. Like the Christmas Neighbors Club, School Time broadcasts, Family Album, conducted World's Fair Tours, all-day picnics, famous cornhusking contests, the International Square Dance Festival is filling a need and tying the station ever closer to the hearts of the multi-million family audience—the listeners who turn to WLS for service, for entertainment . . . and for advertising they can depend on. If you seek greater sales influence in Midwest America, place your sales message on "their" radio station, whose 50,000 watts of power are multiplied many times by the close kinship built over a quarter century of knowing what the people want . . . and giving it to them, whether it is a complete weather forecast at 5:55 a.m. or an International Square Dance Festival.

WLS CHICAGO 7 — The PRAIRIE FARMER STATION

MIDWEST CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

JUVENILE CRIMES

Radio-TV Gets Acquittal

MAMA'S radio or television set is not the electronic ogre that's going to turn her little offspring into a mobster, murderer or thief.

This is the general conclusion that can be drawn from a report on juvenile delinquency now released by the Senate Crime Investigating Committee.

The Senate group solicited letters from leaders in the field reprinting the comments in a 254-page booklet. It will be distributed to several thousand juvenile authorities, court officials and people in public office.

Devoted mainly to the influence of "crime comic books" on delinquency, the report also touches upon radio and TV as they relate to lawlessness among youth.

Majority of those who referred to the broadcasting media did not believe they contributed directly to delinquency. The same held true in the exhaustive opinion rendered on comic books.

Hoover Appearance

FBI Director J. Edgar Hoover, an authority on youth crime, appeared as radio-TV's champion. He said it was a lack of moral responsibility and not the influence of comics, radio or TV that is the basis of waywardness in youth. Child guidance, he said, is the factor which can dissipate crime tendencies. With such direction, Mr. Hoover pointed out, the child can set up standards and sift the good from the bad in comics and other media such as motion pictures, radio, or TV.

Mr. Hoover noted that sentiment has been voiced against crime programs on the air because of the power of suggestion they may hold for the immature mind. But, he said, this type of irresponsible presentation is offset by those programs (or comic books) which conform to "carefully prescribed standards of good taste and authenticity."

Cited as an example of a radio program which throws the "proper light" on crime because of its portrayal was *This Is Your FBI*, which is sponsored by Equitable Life Assurance Society of the U. S. in cooperation with the FBI on ABC, Thursday 8:30 p.m. The program has been produced with FBI aid since 1945, Mr. Hoover said.

"We feel that the fight against crime cannot be won by literally sticking our heads in the sand. We feel that programs which portray crime in its proper light and which, through educational means, awaken Americans to action have a proper place on the radio or television," Mr. Hoover told the committee.

A North Carolina county public welfare unit observed that often crime comic books and crime plays on the radio give a positive rather than a negative value.

Reply from a Wisconsin juvenile probation officer brought out the public service feature of radio. He said he has delivered talks on youth problems via the airlanes.

Another probation officer declared that in her experience in Denver, moving pictures on crime were most incidental in the increase of delinquency and gang activities.

A Minnesota probation authority listed factors in the "production of delinquency" in the following order: Pool hall, undesirable movies, lurid magazines, dramatic newspaper stories and comic books. Significantly, this listing placed an entertainment medium, which is in competition with some segments of broadcasting, and two competing advertising media up front as contributing to delinquency while radio and television were not mentioned.

'Worst' Influence

A New York authority opined that some delinquents draw from the "worst" of comic books, movies and the radio but that it was difficult to pinpoint relationships between wayward youngsters and entertainment media.

From Kentucky, the director of the Welfare Dept.'s division of corrections noted: "Juvenile delinquency is based on many factors in the community which have greater influence than anything persons read in comic books, hear on the radio, or see in the movies."

Some respondents saw in radio crime drama a threat to the unstable child. A California official said some evidence existed to show the greater a child's "own emotional instability, the greater his undesirable reaction to such type of reading and radio programs." An Ohio authority added comic books "are no more harmful" than radio, movie and television "gangster and crime programs."

A number of the respondents pointed to the good influence of such radio-TV and comic book-famed heros as Hopalong Cassidy, who one social worker noted "is just as great a hero in the slums as he is among the children whose families can buy them Hopalong outfits."

Refuting the theory that comic books or other entertainment media generally are to blame as suggestive forces in anti-social behavior, a parole board head recalled that an article on auto theft rack-

(Continued on page 40)

ATTENDANCE AT WEAU SPONSORED
WISCONSIN PLOWING CONTEST
and
SOIL CONSERVATION FIELD DAY

Attendance at this annual farm event demonstrates powerfullfy the influence of station WEAU on a large portion of Wisconsin's farm audience. Coverage of the event by daily newspapers of the region and selection by Billboard Magazine of the promotion as second place winner in the Billboard 1949 awards testify to the station's thorough and skillful handling of programs and promotions.

A M 790 K. C.
5,000 WATTS

RADIO **WEAU** STATION

F M 94.1 MEG
60,000 WATTS

EAU CLAIRE, WISCONSIN

N B C - ARROWHEAD NETWORKS

CALL RA-TEL IN NEW YORK OR CHICAGO BULMER & JOHNSON IN MINNEAPOLIS

the TOUR-TEST proves

KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

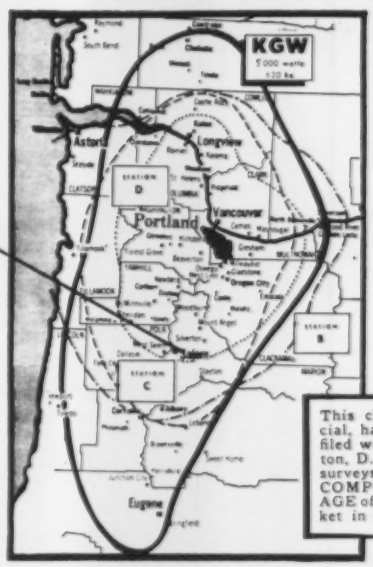
.....in the OREGON MARKET

Oregon's capital city—Salem—is the geographical center of the populous, economically-prosperous area effectively blanketed by the COMPREHENSIVE COVERAGE of KGW. Because of its lower 620 frequency and "Beamed Broadcasting" *KGW is the only Portland station to completely cover this great Northwest market.* Yearly at Salem, Oregon's State Fair graphically displays the wealth and growth of the KGW Market Area. An authentic Tour-Test, made in cooperation with the Oregon State Motor Association, demonstrates how thoroughly Salem is delivered through KGW'S COMPREHENSIVE COVERAGE.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station *regardless of power.* BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES
(From 1949 BMB Survey)



DAYTIME

KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME

KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

KGW

NBC AFFILIATE

PORTLAND, OREGON

ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Juvenile Crimes

(Continued from page 38)

ets printed in the '30s by a leading national magazine was proved to be responsible for a wave of auto thieving. He added: "I suspect the newspaper handling of much crime news offers more suggestions to adolescents than do the comics."

Constructive suggestion that newspapers, radio and TV "recognize they have a cultural obligation to perform" was forwarded by a New Jersey officer.

Two extremes were also represented—one by a comic book publisher and the other by Arthur J. Freund, chairman, Criminal Law Section, American Bar Assn., St. Louis. Mr. Freund charged radio, TV and the movies as well as comic books to be the "most powerful educational influences upon the mental growth of the child, the adolescent and the impressionable." And according to Mr. Freund, these entertainment media when combined give a repititious diet of harmful affect for the young child.

Mr. Freund, appearing on the opposite end of the delinquency barometer than that occupied by Mr. Hoover, pointed up *This Is Your FBI* as well as *Mr. District Attorney* and *Gangbusters* as notorious examples of "crime by radio." He included in his brief, articles by such critics as Jack Gould, radio editor of the *New York Times*, who took broadcasters to task last July on the subject of summer programs dealing with crime on both radio and television.

The other viewpoint was expressed by the comic book publisher. He quoted an outstanding social officer from Chicago as saying: "It is my conviction that the recent furor over radio serials, wild movies and comic books is sheer nonsense."

The Senate crime probe group originally had planned to hold hearings on the subject of juvenile delinquency, giving special attention to comic book influences. As an alternative, however, the committee decided to compile opinions from qualified experts in the field.

A committee staff spokesman, after having digested the material contained within the pamphlet, said: "It looks like there isn't a great deal of influence from radio and television on juvenile delinquency." Some 85 respondents' comments were reprinted as most representative of the opinions gathered by the committee's staff.

KVOS Bellingham, Wash., daily half-hour show *Dinner Bell Time* was theme of special resolution adopted by Whatcom County Farm Bureau at annual convention. Resolution praises program for services to farmers.

BROTHERHOOD KIT

Radio Committee Meets

BROTHERHOOD WEEK Radio Committee has met in New York to discuss contents of a kit which will be distributed to every radio station in the country. The kit will contain spot announcements, suggestions for local programs and a letter from President Truman.

Robert E. Kintner, ABC president and chairman of the committee, agreed to ask each network president to write a letter to his affiliated stations, urging them to use the kit and recording; carry the network programs concerning Brotherhood Week, and originate local programs.

Ted Cott, WNBC New York, was named chairman of a subcommittee to prepare suggestions for promotion of Brotherhood Week. Ideas presented included suggestions for local documentary programs; spot announcements by mayors and other civic figures; special programs to be directed to children; participation of religious programs and sports broadcasters; a four-network broadcast which would include talks by President Truman and Gen. McArthur, and participation of stations which carry United Nations programs.

CLEAN ADS

FTC Shows Good Radio Record

RADIO continued its high batting average in the domain of unobjectionable advertising copy during October, but television continuities set aside for further study rose to a new level, the Federal Trade Commission indicated last week.

In a report issued by FTC's Radio and Periodical Advertising Division for last month, radio's record for objectionable advertisements was a low-ranking 2%, below all but mail order catalogs and circulars, which had a bare 1%. Of the five categories studied, more television continuities (7½%) were set aside as possible "misrepresentations" than any other media copy. Newspapers and magazines drew marks of 5% and 6½%, respectively.

The figures: Radio, 729 out of 35,409; television, 153 out of 2,007; newspapers, 1,149 out of 21,424; magazines, 699 out of 10,894; mail order catalogs and circulars, 45 out of 3,261.

Phil Irwin Fund

FUNDS, contributed in the money-raising for the Phil Irwin Memorial Fund, are already large enough for the purchase of an iron lung, KGW Portland, Ore., reports. The station's veteran announcer was Portland's 47th victim of polio on Oct. 10, 28 days after he was stricken. Iron lung is being purchased by the Multnomah County Chapter for Infantile Paralysis.

CJNT Quebec has moved to new address, 30 Garden St., Quebec City, Que.

SALES
COME FAST IN THE RICH FLINT MARKET

910 KC
WFDF
FLINT MICH.
AMERICAN BROADCASTING COMPANY
REPRESENTED BY
THE KATZ AGENCY

Sales come fast and easy in Flint where wages have hit new highs! Flint folks are in a buying mood . . . buying more cars, more houses, more everything than they bought last year. Share the jackpot . . . buy WFDF* in the rich Flint market and watch your sales chart smile!

*Flint's *first* station . . . see your Hooper.

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

LOOK *at the* FACTS

. . . *then* BUY!

. . . . In October, WGN had more local programs sponsored by food and drug advertisers (retail and national) than all other major stations combined.

And no wonder . . . WGN reaches more homes one or more times a week than any other Chicago station.*

Look at the facts . . . when you have a choice of stations, your best buy in Chicago is WGN.

*1949 BMB

A Clear Channel Station . . .
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.

West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

duPONT AWARDS

Deadline for Entries Is Dec. 31

STATION entry deadline for the 1950 duPont radio-TV awards is Dec. 31, W. H. Goodman, secretary, Alfred I. duPont Awards Foundation, Jacksonville, Fla., has reminded.

The foundation this year has been mailing separate announcements to radio and TV stations, inviting entries. Each, however, emphasizes that both media will be included in vieing for the three $1,000 awards, and that there will not be a separate TV award.

As in the past eight years that the awards have been made, two prizes will go to stations "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively." One award will be to a station representing the large station group, the other to the outlet with power (5 kw and under) and coverage range of the smaller station.

★

Third award will be bestowed on a news commentator "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service."

Awards will be presented during the month of March 1951 or as soon thereafter as possible, Mr. Goodman said.

Entries must be accompanied by supporting data. While rules are not hard-fixed, according to the foundation, it is requested that entries be limited to loose-leaf volumes approximately 10 x 11½ inches in size, presenting data in reasonably condensed form and summarized in the introduction and conveniently indexed for easy reference. Photographs, descriptive data and films, if desired, should be included. Stress is on general overall resume of performance, the foundation explains.

In future years, Mr. Goodman said, announcements of the awards will be combined with the "original foundation agreement" and "supplement agreement" now being mailed also merged. Separation of booklets this year serves to emphasize the combining of radio and television in the awards consideration, he added.

Last year's winners were WNOX Knoxville, Tenn., and WWJ Detroit with a special TV award to WPIX(TV) New York and a special program award to ABC and associates. Morgan Beatty, NBC won the commentator award.

IRE AWARDS

Presentations Set March 2

ROBERT B. DOME, electrical consultant for the General Electric Co., Syracuse, N. Y., will be awarded the Morris Liebmann Memorial Prize for 1951 by the Institute of Radio Engineers for his contributions to the intercarrier sound system of TV reception, wide-band phase-shift networks, and simplifying innovations in FM receiver circuits. Presentation of the award will take place at the annual banquet of the IRE on March 21 at the Waldorf-Astoria Hotel, New York.

Alan B. Nacnee, assistant professor of electrical engineering at the U. of Michigan, will receive the Browder J. Thompson Prize for his paper, "An Electronic Differential Analyzer," which appeared in the November 1949 issue of the *Proceedings of the IRE*. Marcel J. E. Golay, Signal Corps Engineering Labs, Fort Monmouth, N. J., will receive the Harry Diamond Memorial Award, designated only for persons in government service, for his work in the overall Signal Corps research and development program, and particularly for his contribution toward a reduction in the infra-red-radio gap.

Willis W. Harman, associate professor at the U. of Florida, Gainesville, Fla., will receive the Editor's Award which was established for stimulating the use of good English in technical writing for his paper, "Special Relativity and the Electron" (November 1949 issue, *Proceedings of the IRE*).

WJBK HONORED

Gets Veterans Adm. Awards

FIRST Veterans Administration service awards presented in Michigan this year have been received by WJBK-AM-FM-TV Detroit. Announcement of the honor was made by Richard E. Jones, vice president and general manager of the Fort Industry Co.'s Detroit operations.

The Certificates of Appreciation were presented for "outstanding service to war veterans of the United States through the media of radio and television." Specifically cited was the work done recently in raising more than $9,000 to be used in helping Michigan's hospitalized war veterans. The VA awards follow closely on the heels of the AMVET Distinguished Service Award, which was also presented to WJBK for these services.

Hormel Order

GEORGE A. HORMEL & Co., Austin, Minn. (meat packer), has ordered a 40-station NBC network for *Music With the Hormel Girls*, Sunday, 2-2:30 p.m. (CST), for 52 weeks effective Dec. 3, through BBDO, Minneapolis. Show will be repeated at 3:30 p.m. (CST) for West Coast stations.

WGR
delivers a
BIG
PLUS
beyond Buffalo

● Your radio advertising dollar buys MORE than a dollar's worth on WGR. You get record-breaking highs in WGR's prosperous Buffalo-area audiences PLUS coverage of scores of important upstate rural and farm markets. 5000 watts day and night on the dial's *best* wavelength does it!

WGR 550 Broadcasting Corporation
RAND BUILDING, BUFFALO 3, N.Y.
Buffalo's Columbia Network Station
National Representative, Free & Peters, Inc.

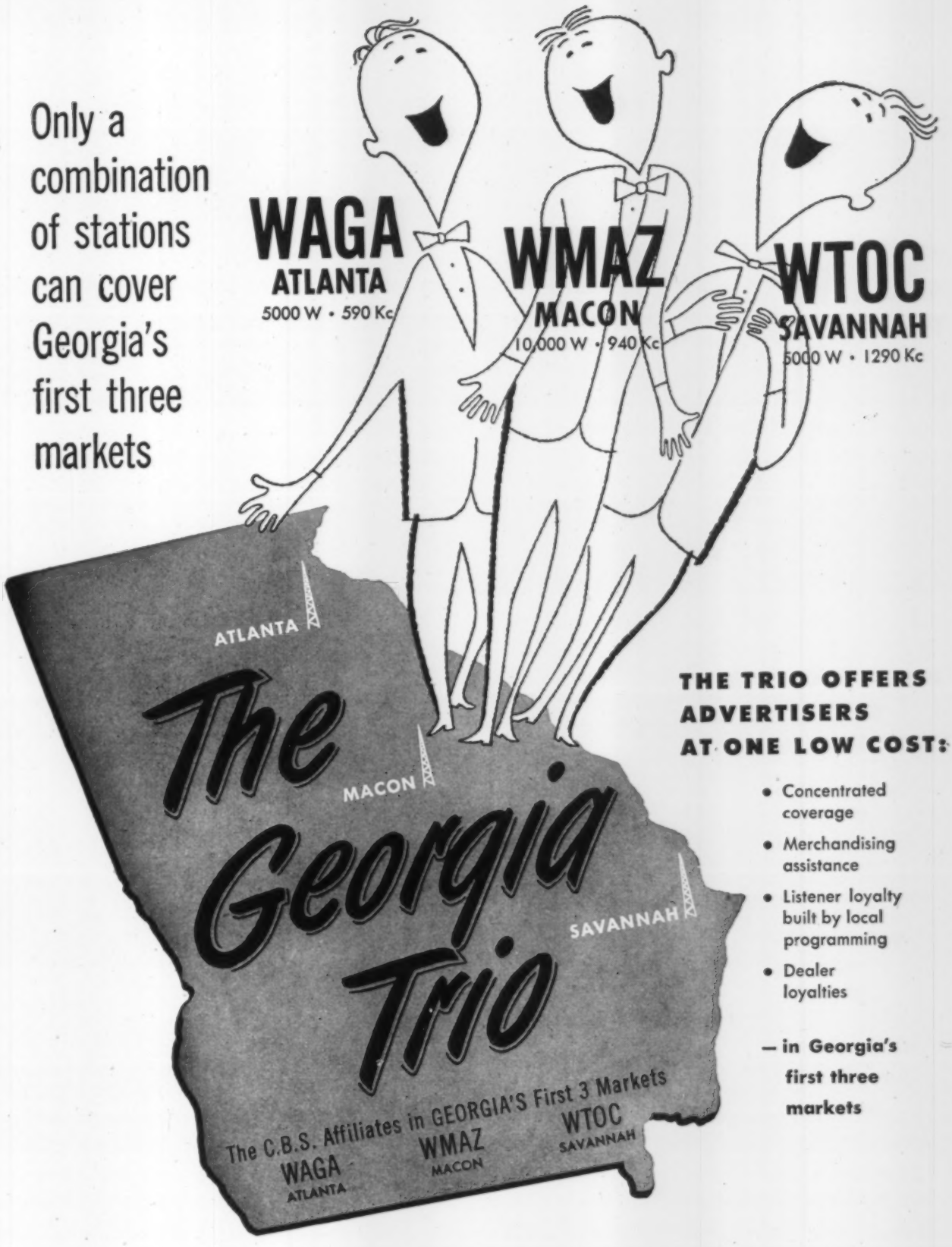
Leo J. ("Fitz") Fitzpatrick *I. R. ("Ike") Lounsberry*

Only a combination of stations can cover Georgia's first three markets

WAGA
ATLANTA
5000 W • 590 Kc

WMAZ
MACON
10,000 W • 940 Kc

WTOC
SAVANNAH
5000 W • 1290 Kc



THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

— in Georgia's first three markets

Represented, individually and as a group, by

THE KATZ AGENCY, INC. New York • Chicago • San Francisco • Dallas Atlanta • Detroit • Kansas City • Los Angeles

FARM SAFETY

Awards Cite Six AM Stations

SIX AM stations were commended yesterday (Sunday) by the National Safety Council for their activities during Farm Safety Week in 1950 and the preceding 12 months at a luncheon in conjunction with the annual meeting of the National Assn. of Radio Farm Directors in Chicago's Stevens Hotel. Awards are non-competitive.

Winners and their activities follow: KUOM St. Paul, four special recorded farm safety shows, distributed to 20 stations in Minnesota, plus special safety activities; KUSD Vermillion, S. D., "for unique contribution in providing the dramatic talents of eight staff members for a series on farm safety produced by another station," and for sponsorship of a "highly successful" farm safety slogan contest, plus "an impressive and continuous schedule" of farm safety spots and shows.

WIBX Utica, N. Y., was cited for devoting an average of 10 minutes daily, six days weekly, throughout the year to the general subject, and for supplying foreign language jingles on rural safety and persuading clients to relinquish commercial copy for additional safety messages broadcast daily during National Farm Safety Week.

WNAX Yankton was commended for its "outstanding" safety effort during the week in broadcasting 246 station breaks, 78 live spots, 24 transcribed spots, 36 newscast items and 10 shows, and for holding a "Kalling All Kids" contest.

Effective broadcasts of interviews, with actual farm accident victims, won the citation for WSJS Winston-Salem, N. C., which also distributed material on farm safety week to 214 rural ministers and to 24 home and farm agents. WTIC Hartford, Conn., conducted an "outstanding" farm and home safety contest, and used a "tremendous volume of excellent quality" spots and shows.

One of the judges was Paul Visser of NBC Chicago's Agriculture Dept.

Pal Renews on MBS

PAL BLADES Inc. (Pal razor blades) renews *Rod and Gun Club*, 8-8:55 p.m. Thursday, effective Jan. 4, 1951, on MBS. Advertiser launched sponsorship of the program for its first plunge into radio. The show reportedly has been so successful that the company will renew for 52 weeks. Agency is Al Paul Lefton, New York.

WDRC Hartford, Conn., received letter of commendation from Ira Hecht Jr., director of public information for the Community Chest of Greater Hartford.

MEYERS NAMED

Becomes WMAQ Sales Mg

HOWARD B. (Howdee) Meyer salesman at NBC Chicago Sp Sales for the past three years, ha been promoted to sales manage of WMAQ, the network's O & O AM station in Chicago. Mr. Meyer replaces Edward Cunningham, wh is being transferred to the radi division of the NBC Spot Sale department in Chicago.

Mr. Meyers previously worke on the news and special event staff at WGN Chicago. After Arm service, he was named program director of the American Forces Network in Europe. He joined th news and special events staff a NBC Chicago in August 1946 an a year later was transferred to Spot Sales, his present position. At the age of 38, he is believed to be the youngest sales manager WMAQ has had since it was ac quired by NBC.

The Spot Sales staff also is in the process of realignment. Oliver Morton, who has headed both radio and television spot since WNBQ (TV) took the air almost two years ago, will supervise radio only. His former assistant, Robert Ewing, has been pegged for managership of the television end. Working with Mr. Ewing will be Jack Mul holland, of the present staff, and two more men, to be added.

Mr. Morton will work with Mr. Cunningham and staff members George Halleman and Robert Flana gan, plus one salesman to be hired. Spot Sales represents six AM sta tions and eight TV, both groups including five O & O outlets.

INTERWOVEN PLANS

Christmas Spot Drive

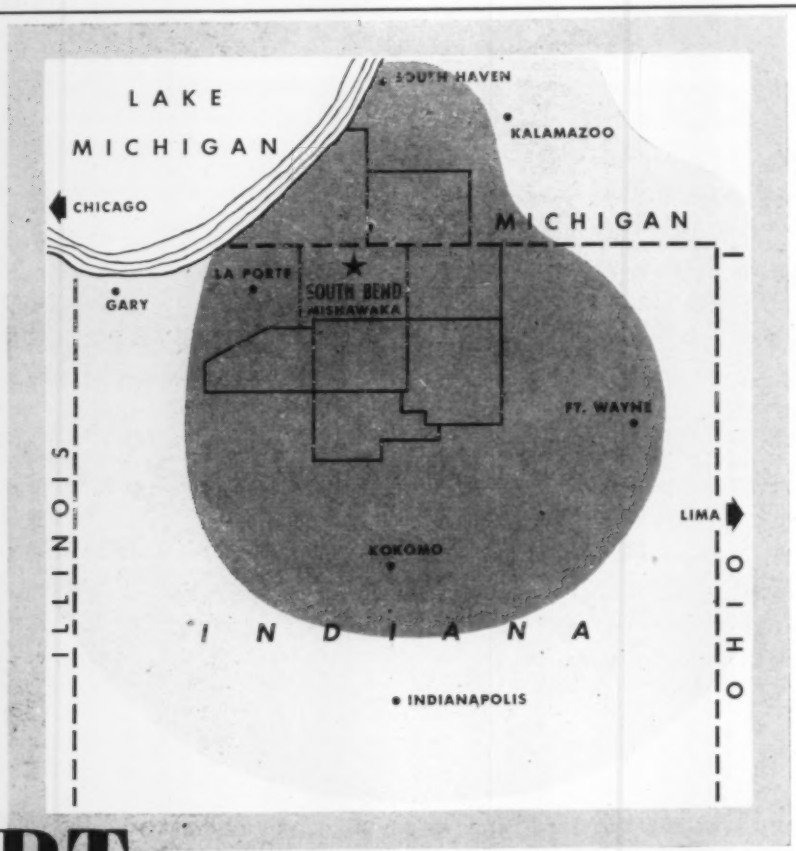
INTERWOVEN Stocking Co., New Brunswick, N. J., has requested its dealers to cooperate in a radio spot campaign timed for Christmas business.

The company is supplying re orded one-minute commercials promoting and including time for the individual dealer's tie-in an nouncement. Dealers are asked to buy time locally for placement of the spots.

Last year the company enlisted more than 1,200 dealers in a simi lar campaign, although not em bracing a Christmas theme, and it hopes to increase this number with the added impetus of the gift sea son this year.

Protestant Shows

PROTESTANT Radio Commission will present over 100 special radio and TV broadcasts to originate from the Constituting Convention of the National Council of Churches of Christ in the U. S. A., in Cleveland Nov. 27-Dec. 1, largest meeting of religious leaders of the Protestant Church to be held in this country.



WSBT IS THE BONUS BUY!

You get a big coverage bonus—and a rich one—with WSBT. In addition to the half-million people in the eight-county South Bend-Mishawaka trading area, there are a million *more* people in the primary area. This extra million spend nearly a billion dollars a year for retail purchases—*in addition to* the half-billion spent in the trading area alone. That's *bonus* coverage of *bonus* spending!

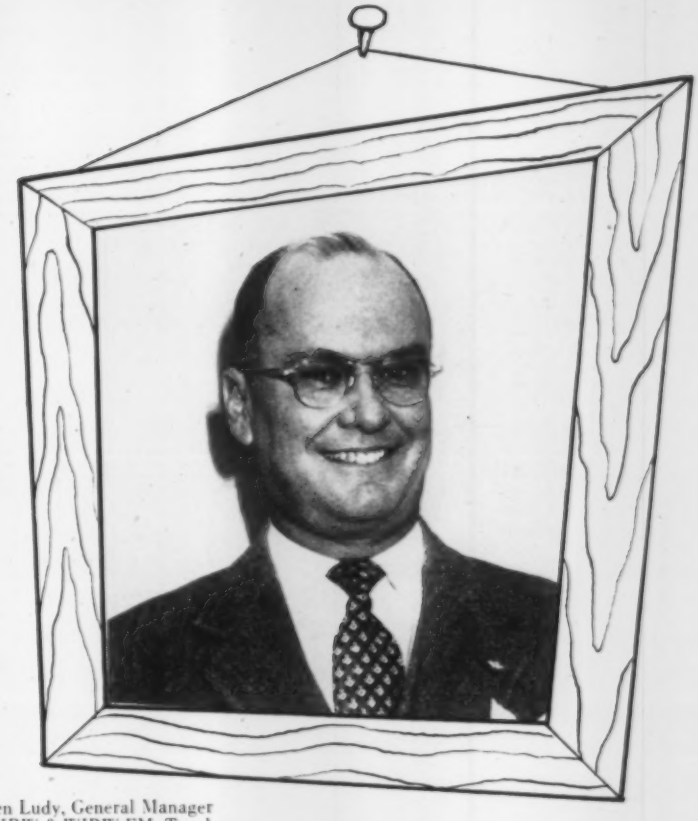
WSBT delivers bonus listenership, too. Every CBS show on WSBT enjoys a Hooper that's higher than the network average. For bonus coverage, bonus listenership, bonus sales, it's WSBT—the bonus buy!

WSBT SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

hats off

TO BEN LUDY!



Ben Ludy, General Manager
WIBW & WIBW-FM, Topeka
KCKN, Kansas City

. . . long-time General Manager of WIBW — a station that points with pride to the number of advertisers who renew WIBW year after year after year.

As Ben puts it, "*Our* most potent success stories are about our clients who renew the same shows on WIBW eleven, thirteen, even fifteen consecutive years without a break."

"By the same token" he adds, "WIBW was one of the first subscribers to Standard Radio and we have *continued* to renew our Standard service for some sixteen years. Need I say more?"

Thanks to you, Ben, and to our many other subscriber friends who, year in and year out, make Standard the "most sold" of all transcription libraries!

SELL WITH

Standard Radio

TRANSCRIPTION SERVICES, INC.

140 N. LaBrea, Hollywood 360 N. Michigan, Chicago
665 Fifth Ave., New York

REDS 'INVADE' RADIO

Budenz Writes on Communist Inroads

STRIKING again at the "Red penetration" of the radio and television field, the December issue of *The American Legion Magazine* carries an article, "How the Reds Invaded Radio," by Louis Francis Budenz, admitted former Communist and one-time managing editor of the *Daily Worker*.

Mr. Budenz states that the "Soviet fifth column has as one of its chief items of business the thorough infiltration of radio and television." He continues: "I can testify to this because I was part of the Red campaign, a member of the Communist commission directing it." The plan of infiltration reportedly was outlined to Mr. Budenz in the late fall of 1943 by Alexander Trachtenberg, Moscow's commissar of culture in the United States. "Today, as I note the names of artists and writers whom I knew to be affiliated with the Communist organization and observe the spots they have on radio programs," Mr. Budenz writes, "I am aware that the job begun by that commission got along quite well." He reportedly left the Communist party in October 1945.

At the 1943 meeting, Mr. Trachtenberg is quoted as saying: "We have a substantial nucleus, both in the radio artists field and in the Office of War Information. . . ." Among that "nucleus," Mr. Budenz claims, "were not a few of those professional radio people who are now adorning the pages of *Red Channels*."

After an allusion to alleged Communist infiltration of the movie industry, Mr. Budenz refers to a man, "whose name will undoubtedly be exposed before long in some Congressional hearing," who with another radio writer "worked hard and successfully to get Communists into various jobs in the industry." Regarding Red artists and writers, Mr. Budenz outlines the "audience support" which the party reportedly organized to make them a success. This was a letter writing campaign, praising the work done by members of the party and assailing "reactionary commentators and artists" on the other hand.

Campaign Start

To start this campaign, several big articles reportedly were written for the *Daily Worker* by "Peter Ivy," an unidentified individual whom Mr. Budenz claims "is at present one of the leading radio script writers and about the time he wrote the articles . . . was attached to the radio division of the Office of War Information." His name reportedly now appears in *Red Channels*.

After additional discussion of "audience support" and several alleged party members, both named and un-named, Mr. Budenz says: "These people can be known, since the very fact that they have been members of so many Communist fronts is an indication of where their hearts and sympathies lie. They are on the radio today in large part as the fruit of the Red commission." Outlining other alleged activities of the Reds in the radio field, Mr. Budenz writes of the place the party is purported to have had in getting several commentators on the air.

Mr. Budenz also reports that the Communists "worked out a big drive to get open Communists openly on the radio, and to take advantage of the FCC's ruling that any political group which was assailed could have time to answer back." This plan, he reports, "did succeed in getting a lot of time, particularly on local stations. . . . They also frightened many timid radio stations into practical censorship of any anti-Communist utterances. The mere threat to demand free time for a reply was enough to shut down all criticism of Soviet Russia and its agents here."

Purchase Plan

Another plan reportedly was to have "certain concealed Reds" purchase stations, but Mr. Budenz says he left the party in 1945 before this part of the program could be fully tested.

Hitting the lack of knowledge by the American public as to how concealed Communists act, Mr. Budenz gives this outline: "The function of the concealed Communist on the radio or any other place is to further that line when possible —to prevent the passage of anti-Communist legislation by crying 'civil liberties,' to come to the defense of other concealed Communists when they are under attack and to present as pleasant a picture of the Soviet dictatorship as occasion will permit." The writer mentioned two former FCC Commissioners in his expose.

Mr. Budenz says: "I'd like to emphasize that the leaders of the industry should not be blamed too much for the Red infiltration of broadcasting. Indeed, they too were victimized. However, there is no denying the fact that many of them have been lax in trying to purge their staffs of Commies and Red stooges. . . . When you hear any uproar about the 'persecution' of people in radio who have been connected with Communist fronts, you can well remember that smoke has a habit of being associated with fire. . . ."

SOMETHING EVERY SALES MANAGER SHOULD KNOW—

A Station Is Known by the Audience It KEEPS!

A long time ago, KRNT, Des Moines, got the audience. A close friendship was established that remains loyal and unbroken. The Hoopers show that, and they also show that KRNT continues to add to its immense family of listeners.

Any advertiser who insists upon a successful radio campaign in the rich, ripe and ready CENTRAL IOWA market MUST call on KRNT to get the job done.

To substantiate that fact, KRNT has scores of success stories or—take a look at the latest C. E. Hooper Audience Index, Des Moines, city zone, for May-thru-September, 1950. You'll see—

KRNT LEADS IN EVERY TIME PERIOD!

And . . . THAT'S Something Every Sales Manager Should Know!

KRNT

DES MOINES — THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY

The station with the fabulous personalities and the astronomical Hoopers

TUBE OUTPUT

Canada Doubles Last Year

CANADIAN RADIO TUBE production this year has been double that of last year, according to latest figures available from the Dominion Bureau of Statistics, Ottawa. Production in the first seven months of 1950 totaled 4,217,000 tubes valued at $1,932,000. In the calendar year 1949 production of radio tubes in Canada totalled 4,694,000 valued at $2,250,000.

Production has increased so much that a new $350,000 addition is now being built at Toronto to the largest Canadian tube plant, owned by Canadian General Electric Co. Ltd. A recent survey taken for defense purposes shows that the Canadian radio tube industry, four plants in all, can be expanded under present plans to produce 20 million radio receiving tubes a year.

Demand from American set manufacturers for Canadian radio tubes continues, and it is learned unofficially that one large Canadian plant shipped 40% of its production of television picture tubes to the United States in the first half of this year.

Freeman Named

J. DOUGLAS FREEMAN, of the *Washington Post* advertising staff, has been named commercial manager of Metropolitan Network, embracing five perimeter stations in the Washington, D. C. area, according to Frank U. Fletcher, WARL Arlington, Va., head of the network. Member stations include, besides WARL, WBCC Bethesda, Md.; WGAY Silver Spring, Md.; WFAX Falls Church, Va.; WPIK Alexandria, Va.

ALLEN B. DuMONT Labs Inc., Clifton, N. J., announces new oscillograph-record camera that provides one minute record of oscillograph image. Camera designed specifically for application with any five-inch, cathode-ray oscillograph. Camera employs Polaroid-Land process for delivering finished prints.

Reading Time:

ONE DOZEN FREIGHT TRAINS!

In the 60 seconds it will take you to read this, an average of one dozen heavily-loaded freight trains will start on their way. And that figure holds true for every minute of the day and night!

That adds up to about 17,000 trains every day – hauling not only the major portion of all the things Americans use in their daily life and work but also most of the material and machinery of our national defense.

The railroad freight fleet is doing a big job these days. And it's good to know that the railroads have moved swiftly to provide additional transportation for this vastly increased load.

New cars are coming along in ever-increasing numbers. For the railroads have ordered more than 100,000 new freight cars – more than 500 million dollars worth – and, every day, railroad shops are sending back to duty hundreds of repaired and rebuilt cars.

In addition, heavier loading and quick loading and unloading of cars by shippers are having the effect of increasing the number of cars – for every day that's cut from the average "turn around" time of the railroad freight car fleet is equal to adding 100,000 cars!

Your railroads are busy – busy day and night – busy in fair weather and foul – carrying the things it takes to make this nation strong!

Association of American Railroads

WASHINGTON 6, D. C.

Listen to THE RAILROAD HOUR every Monday evening on NBC

"The Prestige Station of the Carolinas"

HOOPER **RADIO AUDIENCE** INDEX

FALL 1950 CITY ZONE GREENSBORO, N. C.

SHARE OF RADIO AUDIENCE

	WBIG	STATION "B"	STATION "C"
8:00 A.M.–12:00 N. Monday thru Friday	38.7	27.9	22.7
12:00 N.–6:00 P.M. Monday thru Friday	42.3	16.7	19.1
6:00 P.M.–10:00 P.M. Sunday thru Saturday	52.4	20.3	16.7
TOTAL AVERAGE TIME PERIODS	44.5	21.6	19.5

WBIG

Gilbert M. Hutchison, President

CBS Affiliate 5000 watts

EST. 1926

represented by Hollingbery

EMERGENCY FM SYSTEM

Joseloff Amplifies Storecast Defense Plan

INTEREST in a plan for an emergency loudspeaker FM radio system in New York City, to supplement a radio-siren network already established, has been mounting in various quarters and may serve to impress upon the public the value of FM broadcasting, Stanley Joseloff, president of Storecast Corp. of America, said within the past fortnight.

If the plan, originally submitted by his firm last August, is approved by city defense officials and receives full cooperation and support the company is prepared to undertake the entire organization and administration of the plan at no cost to the city, Mr. Joseloff explained. He added, however, that he has no intention of making Storecast stores a part of the proposal.

Mr. Joseloff said the plan would not involve "difficulties" with respect to cost and "unavailability" of certain equipment, or the effects of new building construction on efficiency in sound propagation.

Outlining the details of the Storecast blueprint for an "Emergency FM Sound System" for New York City [BROADCASTING, Nov. 6], Mr. Joseloff cites three purposes of the plan: (1) to achieve the "best and least vulnerable system" for air raid warning and relief throughout the boroughs, in the "shortest possible time and at the lowest possible cost to the city": (2) to increase efficiency of civil defense organization by providing it with an instantaneous medium for mass public communication, and (3) to permit fire and police vehicles to use siren signals at all times.

Speakers in Buildings

System will be based on supersonically-controlled FM receivers locked to the frequencies of FM stations in the New York area. Speakers placed inside public buildings, in front of stores (at street level) and at building entrances would be activated by the receivers controlled from a master panel at a municipal station, WNYC, or its mobile counterpart, through a network of about 12 FM transmitters now operating. They also could be activated from other FM transmitters.

A supersonic pulse from WNYC would automaticaly connect all FM stations to that station and carry its announcements, blocking out all conventional programming from other stations. Eventually each station could "break away" from the network to issue instructions to its particular area.

Engineers are confident the plan could work effectively, based on Storecast's experience with controlled receivers and speakers at installations involving facilities at FM stations in a number of cities, Mr. Joseloff said, adding that he does not suggest use of satellite speakers or amplifiers.

The Storecast executive said his organization would make the undertaking on a basis of private subscription for all equipment and installations involving private business establishments and institutions. Costs for equipment and installations at city or other government locations would be borne by the authorities concerned, he added.

Basically, it is a system in which merchants and other businessmen in any block could join in the moderate cost of a receiver, amplifier and speaker. Storecast is not engaged in the manufacture or sale of equipment and the radio manufacturing industry would generally be solicited to supply necessary equipment on the lowest-bid basis.

Enlist Merchants' Support

Mr. Joseloff expressed hope that his firm could muster the necessary organization "reasonably quickly" to enlist merchants' support and pointed out that Storecast already has trained personnel to provide the framework for coordinating supply, engineering and administrative phases.

As evidence of interest in the project, Mr. Joseloff cited a story in the New York *World-Telegram* and *Sun* which described the plan as "the first comprehensive, easily understood air raid alarm system that could inform the people in the streets of approaching danger on what to do to avoid further casualties in the case of atomic attack."

He also noted, with respect to FM's value, that "it is only because of FM's ability to accommodate such wide frequency ranges that we can even think of supersonic controls."

CIO PROCEEDINGS

Prepares Discs For Radio

RECORDED portions of speeches and debates at the national CIO convention, held at the Palmer House in Chicago Nov. 20-24, were made available in program form for use by local radio stations, CIO Vice President Allan S. Haywood announced.

Five 15-minute recordings, similar to those made last year, were sent to union councils from the UAW-CIO Radio Dept., 411 W. Milwaukee, Detroit 2, Mich. They were airmailed direct from Chicago at $5 per program. Series was produced by Guy Nunn, radio commentator for the CIO Auto Workers. Mr. Haywood has urged state and local union councils to secure time on local stations for the programs.

Compton Adv. Named

THE HUBINGER Co., Koekuk, Iowa, maker of Quick Elastic starch, names Compton Advertising, Chicago, to handle its advertising, effective Jan. 1.

NETWORK BOXSCORE

Number of commercial programs on four nationwide networks Sept. 30 224
Number of commercial programs starting on networks during Oct. 18
Number of commercial programs dropped from networks during Oct. 4
Number of commercial programs on four nationwide networks Oct. 31 238

OCTOBER ADDITIONS

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Longines-Wittnauer Watch Co.	Longines Symphonette	ABC	Mon.-Thurs., 10:35-11 p.m.	Victor H. Bennett Co.
The Miller Brewing Co.	Miller High Life Revue	ABC	Wed., 10-10:30 p.m.	Mathesson Assoc.
R. J. Reynolds Tobacco Co.	The Fat Man	ABC	Fri., 8-8:30 p.m.	Wm. Esty Co.
American Bird Products Inc.	American Radio Warblers	MBS	Sun., 1-1:15 p.m.	Weston-Barnett
Dawn Bible Students Assn.	Frank and Ernest	MBS	Sun., 12:45-1 p.m.	William Gleeson & Co.
General Foods Sales Corp.	Juvenile Jury	MBS	Sun., 7:30-8 p.m.	Benton & Bowles
DeSoto Division, Chrysler	Grouch Marx, You Bet Your Life	NBC	Wed., 9-9:30 p.m.	BBDO
Liggett & Myers	Bob Hope	NBC	Tues., 9-9:30 p.m.	Cunningham & Walsh
Lewis Howe	Fanny Brice	NBC	Tues., 8:30-9 p.m.	Dancer-Fitzgerald-Sample
Pabst Sales	Life of Riley	NBC	Fri., 10-10:30 p.m.	Warwick & Legler
Fisher Flouring Mills	7 O'clock News (Pacific net.)	NBC	Mon.-Fri., 7-7:15 a.m. (PST)	Pacific Nat. Adv.
Tidewater Assoc. Oil Co.	Pacific Coast Conf. Football Games (Pacific net.)	NBC	Sat. (3 hours)	Buchanan & Co.
Coca-Cola Co.	Morton Downey Show	CBS	Sat., 10:30-11 a.m.	D'Arcy Adv.
Reddi-Whip	Godfrey Digest	CBS	Sun., 4:30-5 p.m.	Ruthrauff & Ryan
Sterling Drug Co.	Sing It Again	CBS	Sat., 10:30-11 p.m	Dancer-Fitzgerald-Sample
Bymart Inc.	Frank Sinatra	CBS	Sun, 5-5:15 p.m.	Cecil & Presbrey
Toni Co.	Arthur Godfrey	CBS	Mon.-Fri., 10:15-10:30 a.m.	Warwick & Legler
R. J. Reynolds Tobacco Co.	Football Roundup	CBS	Sat., 2:30-5:30 p.m.	Wm. Esty Co.

OCTOBER CANCELLATIONS

Miles Labs.	Queen for a Day	MBS	Mon.-Fri., 2:30-2:45 p.m.	Wade Agency
Pabst Sales Co.	Blue Ribbon Sport of Kings	NBC	Sat., 4-4:30 p.m.	Warwick & Legler
Philip Morris	Crime Photographer	CBS	Thurs., 9:30-10 p.m.	Biow Co.
Lewis Howe	Starlight Concert	NBC	Tues., 8:30-9 p.m.	Dancer-Fitzgerald-Sample

OCTOBER ONETIMERS

Gillette Safety Razor Co.	World Series	MBS	Oct. 4-7, Wed., Thurs., Fri., Sat., 12:45 to concl.	Maxon Inc.
Independent Citizens Committee	Political Speech	NBC	Oct. 11, 18, 25	Gray Adv.
Independent Citizens Committee	Political Speech	NBC	Oct. 20, 1:30-1:45 p.m. Oct. 20, 9-9:15 p.m. Oct. 27, 9-9:30 p.m.	BBDO
New York State Repub. Committee	Political Speech	NBC	Oct. 12, 6:15-6:30 p.m.	
New York State Repub. Committee	Political Speech	NBC	Oct. 28, 8:30-9 p.m.	BBDO
New York State Repub. Committee	Political Speech	NBC	Oct. 6, 8:30-9 p.m.	BBDO
New York State Democratic Committee	Political Speech	NBC	Oct. 30, 10-10:30 p.m.	Ben Sackheim Adv.
Roosevelt For Gov. Committee	Political Speech (Pacific network)	NBC	Oct. 8, 7:30-7:45 p.m. Oct. 19, 6:30-6:45 p.m. (PST)	Milton Weinberg Adv.
Statewide Committee for Re-election of Gov. Warren	Political Speech (Pacific Network)	NBC	Oct. 13, 20, 27, 7:45-8 p.m. (PST)	George I. Lynn Adv.
Democratic National Committee	Vice President Barkley	CBS	Oct. 27, 9-9:30 p.m.	Biow
Dem. National Committee	Chairman William Boyle	CBS	Oct. 31, 10-10:15 p.m.	Biow
Independent Citizens Committee for Lehman	Speech	CBS	Mon., 6:15-6:30 p.m.	Grey
Dewey & Hanley	Speech	CBS	Oct. 17, 18, 24, 31, 6:15-6:30 p.m.	BBDO
New York State Democratic Committee	Speech	CBS	Oct. 5, 12, 26, 6:15-6:30 p.m. Oct. 24 and 27, 10-10:30 p.m.	Ben Sackheim Adv.
Labor's League for Political Education	Speech	CBS	Oct. 6, 8-8:30 p.m.	Morris Novik

KTER OPENS

New Terrell, Tex., Outlet

PRINCIPAL address at the dedication of KTER Terrell, Tex., was delivered by House Speaker Sam Rayburn (D-Tex.). The 250 w daytime station started operation Nov. 9 on 1570 kc. Texas Secretary of State Ben Shepperd served as master of ceremonies.

Owner and general manager of the station is Fred I. Massengill Jr. He is publisher of the *Terrell Daily Tribune* and president of the Texas Press Assn.

A BRAILLE edition of *Hand Book of Radio Writing* by Erik Barnouw is now available. Handbook was published in 1939 and revised in 1947 at request of a number of blind radio writers. It is designed to help writers acquire knowledge of technical conditions in radio.

14% SALES INCREASE IN RECORD TIME...
results in sponsor* adding 6 new markets!

*This medium-sized Southern bakery (name on request) tested "Cisco Kid" for 90 days . . . in a market where distribution was thin . . . during the summer, when bread sales are lower. Now In 7th Renewal! Results were so sensational—14% sales increase—that this bakery decided to sponsor "Cisco Kid" in six additional markets! "Cisco's" performance, as a record-breaking salesman for many products and services, is ready for your inspection. Write, wire or phone for details. See the proof — before you commit yourself on any Western!

Sensational "Cisco Kid" Promotion Campaign—
From buttons to guns—is breaking traffic records.

LOW PRICED!
½-Hour Western Adventure Program . . . Available 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

Put your product in

WGBS Product-of-the-Week counter card is displayed prominently in leading food and drug stores. Your product gets extra attention, featured display, at point of sale.

Ten WGBS hostesses visit housewives to talk about featured products, distribute samples, make consumer surveys at point-of-use. Their work is part of Product-of-the-Week promotion plan.

WGBS merchandising men look after your interests in the stores they visit. They are available for stock checking, dealer and customer surveys, as well as display and store sign work.

At WGBS, Miami, national advertisers have at their osal unusual promotion plan. Called "Product-of-the-Week is b around direct mail to jobbers and dealers, personal calls jobb participation in the WGBS Musical Shopper program, spe "Product-of-the-Week" mentions on several personali ows.

In addition, the WGBS Woman's Advisory Board (osed trained hostesses from the Welcome Wagon organiza calls 100 housewives weekly in the Greater Miami area to mote spotlighted products, and to determine their use or eptan

To put your product in the Billion Dollar South Florida sales picture, you need WGBS, Florida's only 50,000 watt station. WGBS speaks with a voice that assures top audiences and gives advertisers healthier sales pictures. Add to this the result-getting "Product - of - the - Week" plan, and your product gets complete localized promotion and merchandising.

The job is done so thoroughly that the pay-off in sales is a premium you can't afford to pass up. Why not chec with man now for the

Putting yo pro sales picture o e sev kets where Fo Indu are located is cont success story f many Each Fort I stry the needs of i parti just as WGBS oes. grammed to ch a and responsive udien your product.

A FORT INDUSTRY STATION

THE FORT INDUSTRY CO

WSPD, Toledo, O. • **WWVA**, Wheeling, W. Va. • **WMMN**, **WLOK**, Lima, O. • **WAGA**, Atlanta, Ga. • **WGBS**, Miami • **WSPD-TV**, Toledo, O. • **WJBK-TV**, Detroit, Mich.

National Sales Headquarters: 488 Madison Ave., New York 22

...this picture

...heir ...osal an ...Week ... is built ...calls ...jobbers, ...am, ... special ...ality ...ows. ...d (c...osed of ...izati... calls on ... to p...note the ... or ...eptance.

...che... with your KATZ ...for... the details?

...yo... product in the ...re o... seven rich mar- ...Fo... Industry stations ...is continuing sales ...y f... many advertisers. ...Industry station fills ...of i... particular market ...GBS ...oes. Each is pro- ...o r... a large, loyal, ...sive audience and to sell ...ct.

...COMPANY

... WMMN, Fairmont, W. Va.
...a. • WJBK, Detroit, Mich.
WAGA-TV, Atlanta, Ga.
...New York 22, ELdorado 5-2455

editorial

Fusion Now—Or Never

IN TIMELY fashion—but none too soon—the NAB board of directors has moved toward fusion with TV. An autonomous TV operation, within the NAB structure, is proposed, with a special convention to be held next January to formalize the project—if the telecaster votes are there.

Action came on the eve of the convention of the Television Broadcasters Assn., scheduled in New York for Dec. 8. TBA admittedly has been a stopgap operation these past few years because it wasn't satisfied that its essential needs could be handled by an NAB, the board of which had been dominated by aural broadcasters. The job that TBA has done on a microscopic budget is one of the wonders of trade association activity.

The NAB proposal—advanced by AM-TV Broadcaster Robert D. Swezey, WDSU New Orleans—would give TV its own board of directors, a sort of NAB-TV. Telecasters would pay their own freight. Only on matters of broad policy, applicable to all, would the NAB itself take over. There would be no duplication of services. Aural broadcasters would not be called upon to support TV services, what with TV emerging so handsomely from deficit operation.

This project is the first step toward ultimate fusion of all mass radio media, and of all segments of them — broadcasters, manufacturers, sellers and suppliers. That was the theme of an editorial campaign launched by this journal last June, and which was generally applauded. Some thought it premature.

The TBA convention will view the NAB-TV plan with interest, and perhaps a jaundiced eye. TBA itself is confronted with "expansion now" or a fade-out. Its membership is not representative of the 107 TV stations or of the entire TV manufacturing industry. We hope it will tread water until it can appraise the results of the January meeting in Chicago called by NAB President Miller, and to be presided over by Harold V. Hough, director of the *Fort Worth Star-Telegram* radio-TV operations. If the ingredients are there, TBA membership should join. If not, TBA must go its own way.

A successful NAB-TBA merger, under the "federating" plan, certainly would encourage other independently-maintained associations to ponder fusion. The high degree of cooperation now evident between the NAB and the Radio-Television Mfrs. Assn. on all matters of mutual concern could be the augury of eventual consolidation under a combined "Congress" or "Council," to fight the inexorable battle of government versus private operation.

The chasm between broadcasters and manufacturers is not great in these arduous days of pseudo-war, base material shortages, and color controversy. Within the FCC more emphasis is being placed upon the theory that because receivers are miniature transmitters, and actually are causing interference with air communication (spurious oscillations), the FCC can license manufacturers. If this thesis holds, either through FCC fiat or new legislation, fusion will occur as a matter of law.

Academic

THERE'S HIGH dudgeon over color TV. Many folks are up in arms over the advertising line used in the first of a series of TV dealer ads inferring that children feel socially inferior without TV. The new NARBA agreement has caused consternation in clear channel ranks. The educators are making a drive for TV facilities, reminiscent of their quest for AM facilities 20 years ago, and FM a decade back.

All of these developments are exciting and important. But all are overshadowed by base metal shortages that could make them innocuous and meaningless.

Color TV, unless all current signs fail, is destined to lose a race against time and the material shortages. Manufacturers, at this writing, will be fortunate if they're able to turn out 3,000,000 TV receivers in 1951 as against possibly 8,000,000 sets this year. The cobalt freeze alone could cut-back production to almost zero.

The ostracism approach on TV selling was a stupid blunder. That campaign theme has been abandoned. It isn't the first time that advertisers have run out of bounds. Nor the last. Public opinion changed it.

The last hasn't been heard about NARBA. There will be a vigorous fight against ratification at the next session, fostered largely by those who will be hurt—and those are largely clear channels. This marked the first time in the 13-year history of NARBA that an agreement was evolved when a treaty no longer existed. The U. S. delegation contends it did the best it could with what it had. The U. S. gave more than many thought it should, particularly from the standpoints of areas and populations served. The fight on Senate ratification—and the good faith of the signatories—will tell the story.

The educators' quest for TV is a thrice-told story that finds its answer in radio lore. Under the original allocations there were 130 educational AM stations. Since 1928, the number has dwindled to about a score. The others went commercial. In FM, a broad portion of the spectrum sufficient to accommodate literally hundreds of non-commercial educational stations was set aside less than a decade ago. Today there are exactly 69, with 18 others authorized and only two applications pending. So the educators want TV in every major market?

When the first shot was fired in Korea last June, it became evident that "normalcy" was a relic of the past, despite those who decried it as a "police action." There's no normalcy in any phase of the mass-radio media. So jot down all of these horrendous problems as "academic" as of today.

NOW COMES the Canadian Broadcasting Corp., through its director of programs, and describes U. S. commercials as "more and more obnoxious." That being alleged, it's difficult to understand why CBC takes first call on all U. S. network programs in competition with privately-owned Canadian stations. And it's interesting to observe that, for the first time in years two Canadian evening network programs are listed among the first 10 network shows. The rest, of course, were good old U. S. network or transcribed shows. We would suggest that if CBC doesn't like U. S. network programs, that it give the privately-owned stations right of way, or let Canadians listen to them from across the border.

our respects to:

WILLIAM HOWARD SUMMERVILLE

ABOUT the time that "Slim" Summerville, the human string bean of the silent movies, was tilting with the onrush of the "talkies" another "Slim" Summerville, who bore him no physical resemblance whatever, was grappling with his first radio station rate card.

"Slim" II, a stripling of 26, was breaking in just 25 years ago last Thursday (a day of Thanksgiving, he avers) on the old KRLD Dallas. Today William Howard Summerville is general manager of WWL, the booming 50,000-watter which dispenses CBS programs from New Orleans, and which boasts a signal up and down the Mississippi Valley.

The prematurely gray "Slim" Summerville, although he looked like a performer and still does, elected to enter radio via the sales end. He had planned a medical career, but during his pre-med days, answered the call for World

(Continued on page 59)

Static and Snow

By AWFREY QUINCY

WHEN the NAB TV members meet in special convention, it's bound to be a colorful scene. But their report to the board will be in black-and-white.

* * *

When FORD rides TANDEM will it be at the wheel or in the back seat?

* * *

An ABC advertisement says "Men From Mars Invade Radio." With candied missiles from the Milky Way?

* * *

Concerning the effect of radio and television on baseball attendance, last week's BROADCASTING gives an Associated Press run-down of big league bosses. Included is a quote from "Billy Evans of the Cleveland Indians." But we couldn't find anything from Hank Greenberg of the Detroit Tigers.

* * *

That picture of "wrestler" Angeleo Cistoldi assaulting Sportscaster Arthur Flynn makes us wonder if Angeleo was using his best "holt." To us, it looks more like Position One at Arthur Murray's.

SHELL NEW IN '50

One of the largest users of spot radio newscasts, Shell Oil and J. Walter Thompson analyzed the Seattle radio picture for months before buying Dick Keplinger on KJR, 6:00 to 6:15 p.m., Monday through Friday, "Shell's Dinner Edition of the News."

Remember, this is Shell's only newscast in Western Washington.

KJR
SEATTLE 5000 WATTS AT 950 kc.
A Marshall Field Station
—THE *VALUE*-FULL STATION

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
NEW YORK · CHICAGO · LOS ANGELES · SAN FRANCISCO · ATLANTA

Here's Archer!

GENE ARCHER

WRC's Gene Archer, to be exact. Gene's delightful, hour-long mid-day program features the Cliff Quartette's individual music, popular records . . . **plus** Gene Archer's own brilliant baritone style.

Participation in this choice time period (12:30-1:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital.

A few choice availabilities remain, contact WRC directly or NBC Spot Sales.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

A TOTAL of 23,908 mail votes poured into WAVE Louisville in response to the Nov. 3 and 4 finals of the station's *Disc Jockey Contest*, sponsored by Oertel Brewing Co.

The two shows featured the eight contestants who had won previous weekly competitions and vied for a "Hollywood Weekend" prize as a tie-in promotion with NBC's *Double or Nothing*.

According to the station, Bob Kay, program m. c. of WAVE who conducted the two winners to Hollywood, was told by Walter O'Keefe, m. c. of *Double or Nothing*, that the WAVE response was the largest received by any station for the "Hollywood Weekend" offer.

* * *

Mr. Kay up to his ears in votes.

strictly business

ULMER RIVES LIDE

TAKE the basic philosophy of Benjamin Franklin, add a disc jockey format and inject a generous portion of Western twang, and the result may well prove worthy of the confidence in radio now enjoyed by one of the nation's largest personal loan companies.

One popular success, the *Squeakin' Deacon Show*, "opened my eyes to the real power of radio," says Ulmer Lide, advertising director for Seaboard Finance Co., Los Angeles, who put the show on the air over KXLA Pasadena, Calif., in October 1946. So fruitful were the results that Seaboard now spends anywhere from $10,000 to $20,000 a month on its radio advertising.

Despite convictions that the Deacon and his Western disc jockey program, interspersing music with home-spun philosophy, were a little "too homey for the West Coast's foremost thinkers and celebrities," Mr. Lide patiently persevered and saw his own judgment vindicated.

Seaboard soon went into radio on an extensive scale, utilizing a mystery program, spot announcements and, finally, newscasts. The firm had used radio since 1937 but it remained for Mr. Lide, who joined the company in 1943, to reserve a solid place in the radio firmament for Seaboard, which also has used some television.

Ulmer Rives Lide was born in Evergreen, Ala., on Feb. 2, 1906, but spent his early childhood in Rockingham, N. C. At the age of 12, he moved with his family to Bennettsville, S. C. In high school the youth established an enviable scholastic record, serving as president of both the junior and senior classes.

The Alabaman also was active in sports, indulging in baseball, basketball and football. As a pigskin star, he was named all-state tackle. While attending Furman U., he found he had to sacrifice all but freshman football to complete a four-year course in three years, graduating *Magna Cum Laude* with an AB degree.

Mr. Lide taught English in the

(Continued on page 57)

IF YOU'RE INTERESTED IN SMILES..

All Milwaukee Declares, "From Sunrise To Midnight, It's a Real Pleasure To 'LIS'N TO WISN'... The Station With A SMILE."

No Stuffed Shirts Or Circus Barkers Among WISN Announcers. They're FRIENDLY SALESMEN Who Are Always Welcome In Any Home.

You'll Like Doing Business With WISN.

IN MILWAUKEE THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by KATZ Agency

front office

AL ALBINGER, general manager WCOL Columbus, Ohio, to KTMS Santa Barbara, Calif., in same capacity.

Mr. Albinger

WELDON CONNIE ALEXANDER, director of news, sports and special events KVER Albuquerque, N. M., appointed assistant manager.

RICHARD C. ARBUCKLE, TV account executive Edward Petry & Co., N. Y., to WCAU Philadelphia as commercial representative.

HENRY FLYNN, account executive Radio Sales, CBS, N. Y., father of girl, Nov. 19.

CAPT. THOMAS B. SAWYER, former president WSSB Durham, N. C., assigned as public information officer, North Carolina Military District.

PACIFIC REGIONAL NETWORK, 48 California FM relay stations, appoints WILLIAM A. AYRES Co., S. F., as representative.

WGN-TV CHICAGO issues Rate Card No. 7 which incorporates recommendations of television standardization group, broadcast advertising committee of NAB. These deal principally with card format, content, order of presentation and rate table structure. Committee recommendations were followed exactly, according to Sales Manager George W. Harvey, one of original committee members.

JERRY JONES, West-Holliday Co., S. F., to Katz Agency Inc., S. F., station representative firm.

AL NELSON Jr., A. E. Nelson Co., S. F. agency, to KLX Oakland as S. F. sales manager. Replaces BILL HUNEFELD, recalled to active duty with Navy.

Personals . . .

JENNINGS PIERCE, general manager KMED Medford, Ore., named state radio chairman for Oregon Congress of Parents and Teachers . . . CHARLES H. COWLING, national sales manager KMPC Hollywood, leaves this week for three-week sales trip to New York, Chicago, and major mid-western cities. . . . BILL REA, owner CKNW New Westminster, B. C., named president British Columbia Public Hall Operators.

VIRGIL SHARPE, assistant manager and program director KOIL Omaha, polled second highest amount of votes in field of 12 candidates for non-political Omaha Board of Education. JULES HERBUVEAUX, manager television department NBC Chicago, elected president Merchants & Manufacturers Club, Chicago. . . .

Senior Bowl Rights

LIBERTY BROADCASTING SYSTEM has announced the signing of exclusive broadcast rights to the Senior Bowl football game. The annual classic will be played in Mobile, Ala., on Jan. 6. The two teams—Yankees and Rebels—are made up of the top players in the country who have, during the past season, completed their college football careers.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

ASCAP OUTLINED

In 'Saturday Evening Post'

ASCAP is termed "one of the most singular operations in the land" in the Nov. 25 issue of *The Saturday Evening Post*. Robert M. Yoder wrote the article, titled "Tin-Pan Alley's Wonderful Monopoly."

The story includes an account of ASCAP's foundation, its struggle to become accepted by the radio networks and its influence on the composers and performers of the more than 750,000 American compositions it reportedly controls. The ASCAP system of collecting and distributing funds also is outlined. Pictures of personalities prominent in ASCAP and the entertainment world accompany the article.

SCHWIMMER CHANGE

Operation Is Split

WALTER SCHWIMMER, president of Radio Features Inc., Chicago package firm, has changed the name of the company to Walter Schwimmer Productions Inc., incorporated in Illinois.

Move follows development of two video packages, *Foto-Test* and the *Miss U. S. Television Contest*. The name Radio Features is being retained, with the firm as a subsidiary of the new parent company. George Guyan, sales manager, is vice president of the new corporation, and Dorothy Fell, office manager, is secretary. Mr. Schwimmer is president and treasurer.

Agencies Enfranchised

A TOTAL OF 68 advertising agencies have been enfranchised by the Canadian Assn. of Broadcasters, it was revealed in a list issued at CAB headquarters at Ottawa in mid-November. Included in the list are the Canadian offices of 13 American and one British agencies. The American agencies having offices in Canada are Atherton & Currier, Benton & Bowles, Dancer-Fitzgerald-Sample (Canada), D'Arcy Adv. Agency, Ellis Adv. Agency, Erwin Wasey of Canada, Grant Adv. of Canada, Hutchins Adv. of Canada, Kenyon & Eckhardt, Ruthrauff & Ryan, J. Walter Thompson Co., Young & Rubicam, and Armand S. Weill Co.

Final Spark

CHAIN reaction sparked by John Gelder Jr., WCHS Charleston, W. Va., really put the local Community Chest drive over the top. The station manager, local chest chairman, conducted a one-man, five-hour marathon in downtown Charleston, urging listeners to "give a little more" and asking them to call a friend. Reaction was immediate and kept special operators busy throughout the drive as Mr. Gelder punctuated his requests with recorded music. At one-o'clock signoff nearly $3,000 had been received and pledges continued to pour in enabling the Red Feather drive to attain its $238,000 goal. Radio was credited by city civic leaders with supplying the final spark.

William M. Young

WILLIAM M. YOUNG, 47, member of NBC music department for over 20 years, died at his home in Bronxville, N. Y., Nov. 11. Mr. Young joined the music division of NBC in 1930. Funeral services were held in the Reform Church, Bronxville, N. Y., Nov. 14. Surviving are his widow, one son and two daughters.

A Salesman Talks

"I dropped in to see the Advertising Manager of a school that offers an adult educational course, and he was in a pretty good mood. He's been using WINS—half an hour nightly—with consistently good results. WINS is the only New York station he's used for three years without a hiatus."

* * *

"A letter came in from an agency about an account of theirs which tested radio for the first time this summer, with the 15-minute Art Scanlon show on WINS across the board. It said, 'The results have far exceeded our expectations. Although the months of June, July and August are traditionally the slow months for reupholstery, Art Scanlon kept our client's sales at peak month levels. So satisfied has this client been with WINS results that we plan to increase our time on the Art Scanlon show, to the exclusion of other media.'"

* * *

"The other day I talked to a furrier who's used our station for nine years—the only radio advertising he's done. He's stayed on this station because his sales have been growing each year—directly traceable to WINS through tests he's made on his programs. I always say local advertisers are a good indication of a station's value, because they either get results, or they don't stay on."

* * *

Call your WINS representative . . . see him when he calls. Buy WINS . . . it *sells!* CROSLEY BROADCASTING CORPORATION, WINS 50 KW, New York.

FM IN ARIZONA

KTYL-FM Is First Outlet

FIRST FM station in Arizona—KTYL-FM Phoenix—has begun broadcasting coincident with its AM affiliate, KTYL, increasing its power from 250 w on 1490 kc to 1 kw at 1310 kc. The new combined operation, representing a $200,000 investment, is housed in a new KTYL building located two miles west of Mesa.

Stations' General Manager Dwight Harkins reported there are no plans for dual programming, with both the AM and FM facility operated separately. Dick Gilbert, who broadcasts daily on KTYL 12 noon-3 p.m., will be heard on FM 7-8 p.m., and Mr. Harkins, who is m. c. on a two-hour AM disc show, also will conduct an FM program, it was explained. Other FM programming will follow lines of "good music" stations by stressing the classical in musical entertainment. "Talk" programs—news, interviews, dramas, serials, etc.—will be banned, according to Mr. Harkins.

The new KTYL building contains two complete control rooms, three studios, an announcer's booth, eight built-in turntables and permanent installations of special tape-recording equipment. Downtown Mesa studios, offices and theatre facilities are being retained.

air-casters

MAX LIEBMAN, Broadway producer, presented with scroll from NBC honoring him for his contributions to success of its *Your Show of Shows*, at special luncheon in his honor.

MARY DODSON WATKINS rejoins KGGF Coffeyville, Kan., as traffic manager. Her duties were handled by **PAT ADAMS** who is remaining in program department.

GLENN STUTZMAN, announcer KCNI Broken Bow, Neb., recovering from broken leg.

ROBERT PAYSON, production manager *Ford Theatre* and *Magnavox Theatre* on CBS-TV, father of twin girls Nov. 16.

KIRBY AYERS appointed director *Grand Slam*, sponsored by Continental Baking Co. on CBS.

BOB CUTT, KSFO San Francisco staff announcer, father of boy, Jimmy.

JANET KUBICZ named prize and contest supervisor at ABC-AM-TV Chicago. Was with Feature Prizes, Chicago.

DON ŁUFTIG, MBS, to WATV (TV) Newark on directing staff. **ELLEN STERN**, promotion and publicity director KSFO-KPIX (TV) San Francisco, to TV directing staff, and **RUTH GILKYSON**, KSFO-KPIX, to copywriter, WAAT, AM affiliate of WATV.

JIM GIBBONS, morning man and sports director WMAL-AM-TV Washington, father of daughter, Nov. 11.

WILLIAM MILL, staff announcer WWCO Waterbury, Conn., resigns to enter Armed Forces. **ROY ROMAN**, newcomer to radio, replaces him.

SAMUEL KAUFMAN, supervisor of radio publicity, and **PHIL DEAN**, press staff writer for NBC, promoted to editorial director and exploitation manager, respectively.

CAROL EWING, assistant controller NBC Western Division, appointed KNBH (TV) Hollywood controller, succeeding **W. W. BOONE**, resigned.

JOE KOGEN, writer, **DON MATHERS** and **PRINCESS LIVINGSTON**, comedians, signed by **BILL ANSON** for his TV disc jockey show on KTTV (TV) Los Angeles.

HANS FELIX BREITBARTH, program director and disc jockey KLVL Pasadena, Tex., to KATL Houston as traffic manager.

ROBERT L. CHAUDOIN, continuity editor WSIX Nashville, to WMAK Nashville, as traffic director.

BILL MOSHIER to KGW Portland, Ore., handling *Farm Time with Bill Moshier*. Was with KJR Seattle; has been vice president and national treasurer of Radio Farm Directors.

FRED LAIGHT, on special broadcast service staff CKRM Regina, Sask., appointed program manager. Replaces **BILL WALKER**, who is now with CKRC Winnipeg, Man. **THOMAS HILL**, CBC Toronto, to CKRM as production supervisor. **WILLIAM REES**, traffic department, appointed promotion manager.

ANDY KARSEN to announcing staff WKTY La Crosse, Wis., replacing **BOB DAY**, who resigns to enter Armed Forces.

BETTY NESTOR to WWL New Orleans, as record librarian.

BILL POLGLASE, staff announcer WAVE-AM-TV Louisville, to WMAL Washington, in same capacity.

ARNOLD V. GEHNICH to announcing staff WCOJ Coatsville, Pa.

PAMELA TABBERER to copy department WCSC Charleston, S. C. She was journalist in England and has written articles for newspapers in this country.

TIM KILEY, graduate Northwestern U., to WMCT (TV) Memphis on production staff.

News • • •

GEORGE McGOWAN program director KXLY Spokane, Wash., to special events staff.

BEN HOBERMAN, WXYZ-TV Detroit sales, father of boy, Thomas Henry, Nov. 11.

BOB CARLIN, morning news editor WOWO Fort Wayne, Ind., is author of two short stories appearing in Dec. issue of *True Detective Magazine*.

PHILIP LENHART, newscaster WGAY Silver Spring, Md., to WHKK Akron, Ohio, in same capacity.

NSRB POSTS

Symington Names Three

THREE appointments, involving the posts of information director, special assistant and special consultant, have been announced by W. Stuart Symington, chairman of the National Security Resources Board, charged with the nation's communications and other mobilization planning.

Edward F. Jones, chief correspondent for *Life* magazine in Washington, was named special assistant to Mr. Symington, succeeding Stephen F. Leo, who resigns next month to join Sverdrup & Parcel, St. Louis consulting engineering firm [BROADCASTING, Nov. 6]. Mr. Jones has been granted leave of absence from *Life*.

James R. Aswell, information director of NSRB since August, has been appointed special consultant to Mr. Symington, succeeding Albert Abrahamson. Mr. Aswell, on leave from Hill & Knowlton, New York, is a noted contributor to national magazines and served with the World War II Office of War Information. A former newspaperman, he also was Washington correspondent for *Newsweek* magazine.

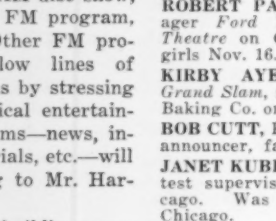
Scott Hershey, Mr. Aswell's assistant the past three months, has been named director of information for NSRB. Mr. Hershey previously served with ECA, the Hoover Commission, and with numerous magazines and newspapers, including McGraw-Hill Publishing Co., *American Aviation* and *Newsweek*. Earlier he was on the staff of AP.

REID APPOINTED

NBS Electronics Div. Chief

J. GILMAN REID Jr. will succeed Dr. R. D. Huntoon as chief of the National Bureau of Standards' Electronics Division, it was announced last week. Mr. Reid has been chief of the Engineering Electronics Section since Jan. 3, 1939, and is a member of the Institute of Radio Engineers. He joined NBS in 1937. The Electronics Division was created last July 1.

Simultaneously, appointment of Joseph P. Spaulding to the staff of National Bureau of Standards also was announced. Mr. Spaulding will handle research in the bureau's Ordnance Development Division, including study of new principles and components of advanced types of electronic ordnance devices. From 1941 to 1950 he helped develop radar equipment and other electronic devices.



Ralph Edwards
CBS Star

WVAM ALTOONA FIRST

You're on the INSIDE with the OUTSIDE audience on WVAM. ONLY 1000-watt fulltime coverage in Altoona and Central Pennsylvania.

WARD JOHNSTOWN FIRST

IS GODFREY 25 or 32? As a fact, HE'S BOTH! Godfrey's daytime show rates a 25.0 Hooper Godfrey's Talent Scouts has a 32.4 in Johnstown HOOPERFIRST Godfrey & WARD

Represented by Weed & Company

COVERING WISCONSIN'S LARGEST RADIO AREA
WTTN
The Nation's Richest Farm Market
Local Retail Sales, 1949, 18% above the Nation's Average—1950—higher.
WTTN WATERTOWN WISCONSIN

Strictly Business

(Continued from page 54)

Greenville, S. C., high school, for a year, then joined Western Electric Co., Kearney, N. J., to handle shop layout work. His interest soon turned to management, education, and personnel problems of the loan and discount business. He became acquainted with W. A. Thompson, founder and chairman of the board of Seaboard Finance Co., and joined the firm in March 1943.

Radio and television, even then, commanded his interest. As personnel manager in those early years, during which he trained some 900 employes in about 100 cities, Mr. Lide preached the principle that the media could serve as Seaboard's "front door."

"We keep that 'front door' attractive, dignified, and a nice place to meet us," he told them. "Like the Squeakin' Deacon, the welcome mat is rolled out by people the whole family will enjoy knowing, by people who sincerely mean it when they say, 'Come in, let us help with your problem.' "

Sold Several Shows

Inspired by that tenet and radio-TV's potentialities, Mr. Lide sold KXLA on the *Squeakin' Deacon Show*. In June 1949 Seaboard decided to try another type program, *Crime Does Not Pay*, over KFI Los Angeles. Subsequently, from time to time, Mr. Lide in his new capacity as advertising director bought newscasts on KMPC KFI KLAC, all Los Angeles, KSFO San Francisco, KVI Seattle, and other stations.

Seaboard's spot campaign, launched on a selected national basis, included stations in Phoenix, Ariz.; Memphis, Tenn., and Atlanta, Ga., as well as those West Coast outlets in Los Angeles, San Francisco, Seattle, and Portland, anchor territory for the firm.

At present Seaboard has a news broadcast on KSFO and has just concluded a series of spots on KNBH (TV) Los Angeles.

Television has not played a prominent role in Seaboard's plans but only because the firm has not yet evolved the program which it feels may meet the firm's needs, Mr. Lide says. Further radio expenditures will hinge largely on government controls and other factors which may be reflected in its budget. "We have always liked the media and undoubtedly will resort to expanding it at a time which seems most opportune," he adds.

Mr. Lide is a member of the Personnel and Industrial Relations Club of Los Angeles. Aside from his avid interest in sports as a spectator, Mr. Lide also enjoys bridge, canasta, and gin rummy, as well as horseback riding, movies and reading.

NANCY Mc IVER
(Formerly Nancy Grey on WTMJ-NBC, Milwaukee)
Travels the World
WHFC Reports over Chicago WEHS-FM
2 to 2:30 Monday thru Saturday
Participations Available
She Entertains
—and Sells—and Sells—and Sells
MARSHALL PRODUCTIONS INC.
40th Floor Bankers Bldg. Chicago 3
Radio Television
Shows to fit your budget

CULTURAL SHOWS

NBC, Other Networks Cited

CITATION honoring the *NBC Theatre* as the program "which during the past school year has done most to promote a greater understanding and appreciation of our literary heritage, and to raise ideals of good speech and writing" was awarded to the network last Saturday (Nov. 25) by the National Council of Teachers of English in Milwaukee.

Cited for honorable mentions by the council were "Document A777" of MBS' *Pursuit of Peace* series; NBC's *Living 1949-50* series, and CBS' *We Take Your Word* and *Invitation to Learning*. Awards were presented by Leon C. Hood, council's radio committee chairman, before 2,000 teachers at their annual convention.

In presenting the award to Margaret Cuthbert, production chief for *NBC Theatre*, Mr. Hood mentioned the fact the program is offered as a home-study course in literature by some universities. Teachers lauded the series as being the "most literate, artistic, intelligent literary-dramatic program on the air."

The council also praised the following programs for their cultural value: *Theatre Guild, Greatest Story Ever Told, Cavalcade of America, Metropolitan Opera, Hallmark Playhouse, Author Meets the Critics, Halls of Ivy, Pulitzer Prize Playhouse* and musical programs sponsored by Firestone Co. and Standard Oil of California.

System of awards involves some 7,000 students and teachers who work on a radio-TV program appreciation project-sponsored by the council's radio committee.

Coffee Clincher

IT TOOK 178 cups of coffee at his expense to convince a Ventura, Calif., drive-in restaurant owner that local KVEN had a sizable audience for its daily 7:45 a.m. newscast. Unsuccessful at trying to sell the newscast to the restaurant, Station Manager Mort Werner asked the owner if he would give a free cup of coffee the following morning to anyone who arrived after 7:45 and mentioned the name of the program. The owner agreed; offer was mentioned on the newscast the next morning with a two-fold result: 178 people came by to pick up free cups of coffee; Mr. Werner picked up a new sponsor.

HANDSHAKE marks West Coast arrival of NBC Executives Joseph H. McConnell (second from l), pres., and John K. West (r), who took over new duties as v. p. in charge of NBC Western Division [BROADCASTING, Oct. 2]. Also in party (l to r): Manie Sacks, dir. artists relations, RCA and NBC; Mrs. McConnell; William F. Brooks, v.p. in charge of NBC public relations.

JELL-O demonstration at Los Angeles' Hotel Biltmore is attended by (l to r): Fred Hawkins, district mgr., General Foods Sales Division; George Plass, adv. mgr., Jell-O Products; Lucille Ball, star of CBS *My Favorite Husband*, sponsored by General Foods for Jell-O.

HUMORIST Walter Kiernan (center) gets off a fast one at luncheon marking start of second year of his *One Man's Opinion* for Philip Morris on ABC. Amused listeners are Mark Woods (l), vice chairman of ABC board, and Alfred E. Lyon, chairman of board, Philip Morris.

LEO the Lion in Pittsburgh's Loew's Penn lobby watches Theatre Mgr. William Elder (lower l) congratulate Bernard Samuels, Air-King TV distributor, after latter contracted for multiple market purchases of MGM Radio Attractions, *MGH Theatre of The Air*. Looking on are George Baren Bregge (rear l), KQV Pittsburgh, and Edward Eaton, account exec., Burk Agency. Show, on KQV, extended to WBUT Butler Nov. 12, with other additions likely.

THIRD birthday Oct. 26 of WCCC Hartford was marked by special broadcast attended by (l to r): Mayor Cyril Coleman; Publisher John R. Reitemeyer, *Hartford Courant*; Mrs. Arra Sutton Mixter, Hartford Gas Co.; Syd Byrnes, WCCC station manager; Kerwin Spencer, Society for Savings Bank of Hartford; Bill Savitt, station pres.-co-owner; Max Savitt, WCCC v.p.-co-owner.

XUM

allied arts

RICHARD H. GORDON Jr., former president World Video, N. Y., to Foley & Brockway, N. Y. (TV productions), as partner and vice president in charge of production.

HARVEY BULLOCK and JACK HOUSTON, writers; RED BELLSON, producer—m.c., and HARRY BESTRY, talent agent, to Paul Killiam, N. Y. TV producer and packager.

WILLIAM MORRIS Agency, N. Y. (packager), announces plans to construct two-story office building in Beverly Hills, Calif., adjacent to Beverly Wilshire Hotel, to house its enlarged staff on West Coast. Building, expected to be ready in late 1951, will comprise 20,000 square feet, including modern TV, radio, and motion picture audition rooms.

JOHN RIDGELY, Warner Bros. motion picture star, signed by Charles Michelson Inc., N. Y., open-end TV and transcription program sales firm, for *Capsule Mysteries*, 260 five-minute TV film shows.

LOU STUMER, CBS account executive for MCA, named general manager World Video Inc., N. Y. DICK LEWINE, producer World Video's *Clebrity Time*, appointed production supervisor.

ROBERT F. HOLTZ, consulting radio engineer of Great Notch, N. J., next month will go to Far East for year's assignment on radio project. Will headquarter in Djakarta, Indonesia.

MARGERY LUCE, Jerry Fairbanks Inc., N. Y., promoted to production coordinator.

WALTER HANLON, advertising director Ideal Publications, to *TV Guide*, N. Y., as director of advertising sales and promotion, and BARBARA FROST, publicity department WOR-TV New York, to *TV Guide* as women's editor.

WPIX (TV) New York appoints Hewitt, Ogilvy, Benson & Mather, N. Y., as agency for trade advertising.

THOMAS D. RISHWORTH, director Radio House at U. of Texas, addressed Iowa Congress of Parents and Teachers at Des Moines Sat., Nov. 18. Subject was "Radio in Health Education." He is chairman of radio and TV for National PTA.

WKOP Binghamton, N. Y., appoints Robert S. Keller Inc., N. Y., as sales promotion representative.

MARSHALL PRODUCTIONS, Chicago, names BOB KULZ vice president in charge of production and engineering, and JAY ANDRES chief announcer and production advisor. Mr. Kulz was with WMAW and WTMJ Milwaukee. Mr. Andres is former chief announcer and specialty announcer at WMAW.

Technical . . .

THREE NBC Chicago television engineers recently became fathers: RAY BURTHSCHER father of Janis Ray; ROBERT RAHNERT, a son, Robert Paul, and RALPH POMEROY, a son, James William.

JIM BOYD, engineer CHNO Sudbury, to engineering staff CHUM Toronto.

Equipment . . .

CLIFFORD M. RIGSBEE, L. S. Ayres & Co. (department stores), Indianapolis, appointed manager radio-phonograph-television group of RCA Service Co. Replaces THOMAS WHITNEY, appointed operations manager for government service.

WELLS TELEVISION Inc. appointed as RCA TV Antenaplex specialist in hotel field, W. W. WATTS, vice president and general manager of RCA Engineering Products Dept., has announced.

SIMPSON ELECTRIC Co., Chicago, leases new plant at 932 Benton St., Aurora, Ill. This brings total to five plants producing for company.

HARVEY LEONARD POKRASS, president Tele King Corp., and Nicole Jannine Hirch de Metz announce their marriage.

SBN Fight Show

ARMED FORCES Radio will carry the Sports Broadcast Network's *Fight of the Week* feature, Monday 10 p.m., to 64 relay stations around the world, according to WPEN Philadelphia, the network's key station. WMCA New York, also part of SBN, has initiated a series of broadcasts of the fights for all radio-equipped taxicabs in the city of New York, it was added.

CIVIL DEFENSE

Congress Urged To Act

RECOMMENDATION that Congress take up President Truman's proposal for a Civil Defense Administration when it reconvenes Nov. 27 was made Nov. 14 by Sen. Brien McMahon (D-Conn.). He urged that the Senate Armed Services Committee start consideration of a separate bill (S 4162) which he sponsored last September to set the wheels of civil defense in motion on a national scale.

The measure was introduced almost coincident with release of the President's report on "United States Civil Defense," which termed communications as the "nerve system" [BROADCASTING, Sept. 25]. A similar bill (HR 9689), authored by Rep. Carl Durham (D-N. C.), was placed before the House chamber.

Whether Congress would act on the proposal before adjourning was not known, but it is believed that the Chief Executive would submit the plan in any event. He also is expected to appoint a full-time director to head the agency [CLOSED CIRCUIT, Nov. 13].

Sen. McMahon, chairman of the Joint Atomic Energy Committee, also suggested that Congress look into the President's plan for dispersal of key government agencies as part of the decentralization program.

HADACOL BOOM

To Triple '51 Talent Budget

SEN. DUDLEY LeBLANC, president of Hadacol, Nov. 16 announced he would triple his 1951 appropriation for live talent and motion pictures, following a $2 million order response to his pre-Christmas party promotion [BROADCASTING, Nov. 13].

The Christmas parties in more than 500 theatres will be held in cooperation with radio stations carrying Hadacol advertising. Each party is to include films, live talent and prizes, with the admission charge to be one Hadacol box top.

Sen LeBlanc's decision to triple his 1951 appropriation came after he had explained his party plan in a night letter to 3,900 Hadacol wholesalers and chain stores. Within 48 hours the plant was overworked with nearly $2 million in orders that immediately poured in from recipients of the telegrams, it was reported.

Sen. LeBlanc also stated that the Hadacol Caravan for 1951 will undertake a five-week tour with an entire railroad train being leased for the entourage. Plans are for next year's show to surpass the 1950 version when more than 30 acts that included top flight radio, movie and stage talent participated in a three-week good-will tour that attracted international attention.

FIRST Honorable Mention Certificate for her entry in the 1950 "Life Line of America" contest is presented to Jane Weston, WOWO Fort Wayne, Ind., by Paul S. Willis, president, Grocery Mfrs. of America Inc. Awards are presented each year by GMA to women broadcasters and newspaper food editors who best interpret to their audience the line of essential processes and services on food, from farm to table. Miss Weston's entry consisted of five Home Demonstration Agent programs on WOWO, in which she interpreted the growth and use of tomatoes.

MICH. AP MEET

Election Coverage Lauded

STEPPED-UP election coverage resulting from a special fund approved by 22 Associated Press member stations keynoted discussions at the fall meeting of the Michigan Assn. of AP Broadcasters meeting at the Hotel Olds in Lansing, Mich., fortnight ago.

Lester W. Lindow, general manager of WFDF Flint, president of the AP group, commended the membership for its foresight and progressive action in voting the special election pool. Several station executives reportedly praised the service as the best they had ever received. Wire was controlled continually in Detroit on election night and part of the following day to meet needs of Michigan AP members particularly, according to Howard L. Kany of AP.

British Show Set

BRITAIN'S 18th National Radio Show will be held Aug. 28-Sept. 8, 1951, at Earls Court, London, according to an announcement by the Radio Industry Council. The show will feature British radio, television and electronics equipment of all kinds, as well as tubes and components. BBC is slated to hold demonstrations of television from a fully equipped studio in the exhibition hall.

KSWM
JOPLIN, MO.

REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

* This map shows airline miles to nearest metropoliton centers, asuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
Austin A. Harrison, President
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

"Independent" as Hell!
—and almost S.R.O.
WGRD
The People's Station
Grand Rapids, Mich.

Respects

(Continued from page 52)

War I. His friends and associates say, however, that he has never forsaken his early medical training, and pursues his sales task with the deft touch of a surgeon with his scalpel, rather than as a peddler wielding a meat axe.

Although he regards himself as a native Texan, and a Louisianian by adoption, "Slim" Summerville was born on June 3, 1899, in the modest little town of St. Elmo, Ill. His father, a railroad conductor, had two loves. He wanted Howard to become a doctor, and he loved thoroughbred horses, which he raised. When "Slim" was still in his teens, the family moved to Dallas, where he attended elementary school. After a year at Holy Trinity in Dallas, Uncle Sam beckoned. He returned to Trinity, leaving in 1922.

Joined Curtiss Candy Co.

The first fulltime job for Mr. Summerville came that year, with the Curtiss Candy Co. in Chicago. It was there he learned the rudiments of selling. Returning home for a Thanksgiving holiday, he found that his reputation as an intrepid salesman had preceded him. He joined a Dallas agency.

There were two stations in Dallas then — WRR, established in 1920, and WFAA, which began operations in 1922. It was in 1926 that A. L. (Chillie) Chilton, who operated the Chilton Advertising Agency, took over KRLD, and it was then that "Slim" Summerville joined his staff, later to become its commercial manager. His next stint, a half dozen years later, was with WGST Atlanta, serving as its general manager. In between, he had spent a few months managing the then Chilton stations in Little Rock—KLRA and KGHI. [Mr. Chilton still operates KGHI, along with KSKY Dallas]. In 1939 Mr. Summerville was called to WWL by the faculty of Loyola U. He carried the station through the critical wartime years, in the face of equipment and personnel shortages. Each year the station has made strides in public acceptance as well as in time sales.

Mr. Summerville is on the board of directors of the International House, famed New Orleans club, and is a member of the Metrie Country Club. He has served as a member of the CBS Stations Advisory Committee since 1944, representing affiliates in the tier of six Southern States. He is vice president of the Louisiana Assn. of Broadcasters.

Mrs. Summerville is the former Louise Jones of Dallas. They have four children—Howard Jr., 26, now employed at WWL; Mrs. Mary Ann Dereyna, of New Orleans; Yvonne, 16, and Nancy 13.

The Summerville family wonders when "Pop" will turn up with another boat—his favorite hobby, though he does go in for hunting when business and family allow.

Howard H. Esary

HOWARD H. ESARY, 42, vice president of Allied Advertising Agencies Inc., Los Angeles, died Nov. 17 at Burbank Hospital following an operation. Mr. Esary pioneered in Seattle radio and later became an account executive for Don Lee network in Los Angeles. He joined Hearst Radio Inc. in 1939 as program director of KEHE (now KECA) Los Angeles and in 1940 became a vice president of the organization. Two years later Mr. Esary joined Allied as an account executive. He is survived by his widow, Helen; his mother, and brother James, a Seattle public relations executive.

P. L. Burke

P. L. BURKE, 70, father of Harry Burke, KFAB Omaha general manager, died Nov. 11 at Grand Island, Neb., following a long illness. The elder Mr. Burke was in business in Central City and Norfolk, Neb., before going to Portland, Ore., 23 years ago. In addition to his son, Harry, survivors include his widow, a brother and a sister. Burial was in Grand Island.

WSAB MEET

Sessions Held in Seattle

GREATER representation of radio in advertising and business administration classes in high schools and colleges was advocated by the Washington State Assn. of Broadcasters during its meeting Nov. 17-18 at the Edmond Meany Hotel in Seattle. Association backing also was given a bill to be presented in the 1951 session of the Washington Legislature which would allow stations to cover high school sports events without exclusivity or payment of fees for broadcasting.

Rogan Jones, KVOS Bellingham, who urged creation of a committee to work with educational institutions on the matter of radio, was named chairman of the committee by WSAB President Fred F. Chitty, KVAN Vancouver, who presided at the meeting. Other members of the committee are: R. O. Dunning, KHQ Spokane; Goodwin Chase Jr., KXLE Ellensburg; H. J. Quilliam, KTBI Tacoma; H. E. Studebaker, KUJ Walla Walla; Arch Morton, KJR Seattle, and O. W. Fisher, KOMO Seattle.

Gov. Arthur B. Langlie sent a personal message of thanks to the broadcasters through his radio secretary, Charles W. Bryant. State superintendent of public instruction, Mrs. Pearl A. Wanamaker, was speaker at Friday's luncheon.

WSAB also voted to present a nightly broadcast of the 1951 legislative sessions to keep residents of the state informed on legislative action during the 60-day biennial meeting. Carl Downing, manager of the association's radio news bureau in the state capitol, will handle the broadcasts.

The WSAB Legislative Committee is headed by Tom Olsen, past association president and owner-manager of KGY Olympia. Other members are J. Elroy McCaw, KELA Centralia-Chehalis; Mr. Jones of KVOS; Bruce Bartley, KBRO Bremerton; Mr. Quilliam of KTBI, and President Chitty.

Max B. Arbeiter

FUNERAL services for Max B. Arbeiter, 63, time salesman with Chicago radio stations for nearly 30 years, who died Nov. 11, were held Nov. 13 in Chicago. Mr. Arbeiter sold for WEBH, the old Edgewater Beach Hotel station, when it first took the air in Chicago in the '20s. He later was employed by Gene T. Dyer on the several stations operated by Mr. Dyer before FCC's duopoly ruling became effective. At the time of his death he was on the sales staff of WSBC-WXRT (FM) Chicago. He leaves his widow, Jennie; a daughter, Mrs. Nathan Sugar, and a son, Dr. Herbert Arbeiter.

GOV. THOMAS E. DEWEY of New York praised WWRL New York in a letter to Eugene Endrey, producer-director, for its Hungarian language broadcasts.

REK-O-KUT'S
CONTINUOUSLY VARIABLE-SPEED TURNTABLE

The New and Needed Tool That Every Broadcast Engineer, Disc Jockey and Announcer Dreamed About!

Plays without "Wow" or flutter at any speed from 25 to 100 R.P.M.

Simple in design, simple to operate, requires no maintenance!

Speeds are regulated by fingertip movement of shift lever.

Operates at 50 or 60 cycles—the ONLY turntable to use in areas of varying voltage, frequency or with portable power plants.

MODEL-CVS 12
(Illustrated)
Chassis, Motor and Turntable Assembly Plays all records from 6 to 16 inches.
$84.95 net

MODEL-CVS 12P
In portable case with dual-stylus 16" Pickup.
$124.95 net

SOUND EFFECTS:
Patented Varikon Drive assures absolutely true running speeds for highest fidelity reproduction of all sound effects.

TRANSCRIPTIONS:
Permits speed-up or slow-down of recorded transcriptions to fit into allotted airtime . . . no more cut-off commercials!

REHEARSALS:
(A) Excellent check to determine whether overlong musical program can be used when squeezed into allotted time by speeding up in playback.

(B) For Disc Jockeys, Vocalists, Musicians, etc., permits singing and playing with any recording by matching the pitch of the record with voice or instrument. Reproduces the long sustained notes without warble or sourness.

SPECIFICATIONS

Speed Changes: Continuously Variable
(a) 110V—60 Cycles, Range: 25 to 100 R.P.M.
(b) 110V—50 Cycles, Range: 20 to 85 R.P.M.
Turntable—12" cast aluminum, hardened and ground shaft.
Motor—constant speed, 4 pole.
Drive—exclusive Rek-O-Kut VARI-CON* self-seating rim drive.
Noise Level—30db maximum below recording level.
Dimensions—16" L., 12" W., 5" below chassis.

Available At Your Regular Parts Distributor. Literature on Request . . . Write Direct to REK-O-KUT.

REK-O-KUT CO., Inc.
31-19 Queens Boulevard
Long Island City 1, New York

11,000 People Jam Chicago Stadium to See Our First
INTERNATIONAL SQUARE DANCE FESTIVAL

SEE DOUBLE PAGE SPREAD, this issue

WLS CHICAGO 7

Clear Channel Home of the National Barn Dance

On All Accounts

(Continued from page 14)

that he worked with C. B. Cole, vice president and advertising director of Garrett Co., which produces Virginia Dare wines, and Ellis Redden, director of advertising and sale promotion of Motorola Inc.

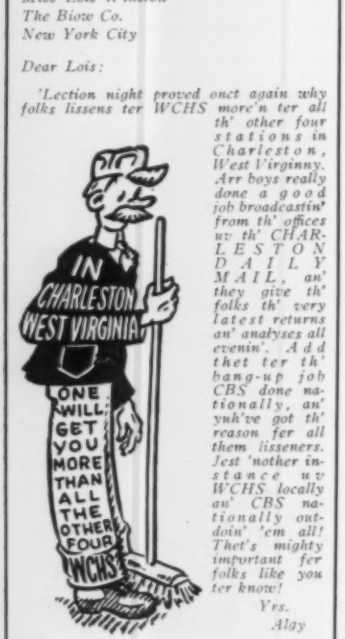
"Another thing," he continues, "advertising is different from old-line occupations. Here we have no assets except office furniture and ideas. If a new idea comes along, we have no choice but to take it—no matter who thought it up. There's no premium on age. That's one reason I like it."

Did school help? "The one thing I learned from school was that if you have something to sell, you've got to sell it through advertising."

How about earlier experience? "No, the only previous civilian job I had was as a crane truck driver for two summers in Navy yards. You just learn the psychology of people and business fast in an agency," he says.

As a full account executive, Mr. Mahoney gained financial altitude rapidly. For Virginia Dare he spends $1 million a year, and for Motorola, $2 million.

Also, a New York mail order business he owns in partnership, called Accessory of the Month, is developing a career of its own among feminine magazine readers.


Miss Lois Winston
The Biow Co.
New York City
Dear Lois:
'Lection night proved onct again why folks lissens ter WCHS more'n ter all th' other four stations in Charleston, West Virginny. Arr boys really done a good job broadcastin' from th' offices uv th' CHARLESTON DAILY MAIL, an' they give th' folks th' very latest returns an' analyses all evenin'. Add thet ter th' bang-up job CBS done nationally, an' yuh've got th' reason fer all them lissners. Jest 'nother instance uv WCHS locally an' CBS nationally outdoin' 'em all! Thet's mighty important fer folks like you ter know!
Yrs.
Alay
IN CHARLESTON WEST VIRGINIA
ONE WILL GET YOU MORE THAN ALL THE OTHER FOUR
WCHS

WCHS

Charleston, W. Va.

CHARLES SALIK, owner of KCBQ San Diego, adds his welcome to the U. S. for French singer Edith Piaf, whom he had met in Paris while attached to the Armed Forces Network during World War II. L to r: Faye Emerson, who arranged the meeting after the Pepsi-Cola show she emcees in New York on CBS-TV; Mr. Salik; Miss Piaf, and Art Ford, WNEW New York disc jockey.

He doesn't manage it, but writes new copy each month and keeps an analytical eye on the mail.

Obviously, Mr. Mahoney is not exactly resting. For a month he tried to get the time to buy a new convertible, and "it happened last Friday."

As executive of the Motorola account, Mr. Mahoney keeps a finger in the commercials of *Four Star Revue* over NBC-TV, Wednesday, 8 to 9 p.m., and spends a lot of time maintaining an intimate understanding of the show itself. Motorola, at present, sponsors the full three-thirds of the program, but Norge and Pet Milk will each pick up a third around Jan. 1.

He also supervises the Virginia Dare account, which uses spot promotion extensively.

Tennis and squash at the New York Athletic Club, of which he is a member, and just recently golf, have eased the strain a bit. But not before his stomach presented him with a bouncing ulcer, the care and feeding of which, if he had a wife, would constitute a family. Although he has accepted the diet, he has refused to lay aside his pipe.

Club Affiliations

Mr. Mahoney also belongs to the New York Advertising Club, New York Republican Club, and U. of Pennsylvania Club.

He lives in a bachelor apartment at Tudor City, overlooking the United Nations headquarters and the East River. A product of New York City public schools and LaSalle Military Academy on Long Island, where a basketball-baseball scholarship helped him through, Mr. Mahoney likes New York and what he is doing.

As to his future—Don't think we haven't got problems," he says hastily. "That's true of any agency with large accounts. Competition is what makes the business so stimulating and rewarding. But it keeps you busy, whatever your age."

'SURVIVAL'

Programs Promote America

RECOGNIZING the ever growing danger of Communism in this country, WPIC-AM-FM Sharon, Pa., has started a series of programs designed to sell America to Americans. Under the general title of *Survival*, WPIC now devotes three hours a week to the series while its FM affiliate carries five and a half hours weekly.

Programs for all listening groups are included in the series. Some are package programs and others are locally produced, but all point out the advantages of the democratic, free-enterprise system. Local and national advertisers are sponsoring the programs which were promoted with an attractive brochure outlining the basic idea behind the venture and the programs offered.

Elizabeth D. Dunton

ELIZABETH DAVIDSON DUNTON, mother of A. D. Dunton, chairman of the board of governors, Canadian Broadcasting Corp., Ottawa, died Nov. 14 at her home at Montreal. Funeral was held Nov. 16.

AT MID-CENTURY

Drewry Edits New Volume

JOURNALISM AT THE MID-CENTURY. Edited by Dean John E. Drewry. U. of Georgia Press.

SUB-TITLE of Dean Drewry's latest book best explains the contents. It is "Press, Radio, and Specialized Publications as Seen Through Institutes at the Henry W. Grady School of Journalism, 1949-50." The book is composed of principal addresses delivered at the Press, Radio and the Industrial Editors Institutes as well as at the Peabody Radio and Television Awards presentation.

For each of the speeches printed, Dean Drewry, in an editor's preface, develops biographical data about the author and other interesting information. The Grady School head also has written a general introduction for the volume.

As explained by the editor in his introduction, the book presents comments on everyday subjects related to communications media by authorities, who include leading editors and radio officials, the editor and publisher of "the leading trade journal in the field of radio and television" (BROADCASTING-TELECASTING), a financial news daily editor and a spokesman for a camera-making house successful with its product and advertising. The volume is similar to *Contemporary Journalism*, published last year and also edited by Dean Drewry.

New Liberty Programs

TWO new programs are being offered by the Liberty Broadcasting System to member stations. On Nov. 16 *Ciros From Hollywood* started with Herman Hover as master of ceremonies. The Sunday through Friday program features music and interviews with personalities dining at Ciros restaurant in Hollywood. The John Ballough Singers are to be presented each week in a quarter-hour program of choral work. The program will originate in Liberty's Washington studios and feature Charles Keaton at the piano and organ.

WILS of LANSING,
Mich. will stand on its head if
necessary to give you clever
program promotion and merchan-
dising service tailored to drive !
SEE RAMBEAU
Mr. RAMBEAU

BOND DRIVE

Radio-TV Devotes $33 Million

TIME and talent devoted by radio and television during the past fiscal year to savings bond promotion totaled more than $33 million, it was reported last week by Nathan P. Colwell, chief of radio-TV for Treasury's Savings Bond Division.

Addressing the Women's Advertising Club of Des Moines on Tuesday, Mr. Colwell pointed out Treasury expended a budget of $150,000 in securing this promotion, gaining a return of $220 for every dollar spent. He noted the "outstanding record" of individual stations and networks in the cooperative effort to boost bond sales.

Presently the four national networks donate 28 regular half-hour programs weekly to bond promotion, he explained, in addition to special event features. Allocation of special announcements on outstanding commercial programs in addition are currently made during some 26 weeks out of the year, he stated.

Industry Record

Treasury's quarter-hour *Guest Star* transcriptions, issued since March 1947, are carried weekly by 2,843 AM and FM stations—"an industry record for penetration, approaching the 93% mark," Mr. Colwell explained. All programs were requested by the stations and 80% run the show in Class A time, he pointed out.

Three other transcribed bond shows are presently being aired by individual stations, he said. These include a quarter-hour series featuring Eddie Arnold, on 1,350 stations; five-minute series featuring novelty instrumental groups, on 1,100 stations, and a four-week Christmas series, just starting on 1,300 stations. Each of these is available for local sponsorship, he stated, but 60% of the stations are running them on a public service basis.

Hundreds of stations in addition are presenting their own bond programs and using Treasury announcement kits and other material, Mr. Colwell related.

New Business

(Continued from page 11)

units produced for TV. Production cost on initial group of reels will exceed $1,400,000.

Network Accounts . . .

ANDREW JERGENS Co., Cincinnati, renews Louella Parsons *Jergens-Woodbury Journal* Jan. 1 to 52 weeks, Sun., 9:15-9:30 p.m., on ABC. Agency: Robert W. Orr Assoc., N. Y.

MARS Inc. (candy), Chicago, renews 5:45-6 p.m. Monday and 5:30-5:45 p.m. Wednesday *Howdy Doody* on NBC-TV for 52 weeks through Grant Advertising, Chicago.

BRISTOL-MYERS Co., N. Y., Dec. 20, renews for 52 weeks *Mr. District Attorney* on NBC Wed., 9:30-10 p.m. Agency: Young & Rubicam, N. Y.

PEARSON PHARMACAL Co., N. Y. (Ennds chlorophyll deodorant tablets), to sponsor Gabriel Heatter Fridays 7:30-7:45 p.m. on MBS effective Jan. 5. Agency: Harry B. Cohen Advertising, N. Y.

WASHINGTON Co-operative Farmers' Assn. (packers of Lynden chicken products), through Pacific National Advertising Agency, Seattle, purchases 15-minute Sunday news program for 52 weeks on Columbia Pacific Network.

Adpeople . . .

HARRY ROGERS, advertising manager Federal Stores, S. F., named advertising manager Langendorf United Bakeries, S. F. Succeeds **RICHARD ST. JOHN**, resigned. **ARMAND S. LEVER** succeeds Mr. Rogers at Federal Stores.

W. A. NEWHOFF, vice president Union Oil Co., to Rainier Brewing Co., S. F., as executive vice president. Will supervise sales and advertising in addition to general administrative activities.

JAMES CAMPBELL DOUGLASS, cordinator of radio-TV advertising Colgate-Palmolive-Peet Co., and **MURIEL CAMPBELL**, owner Campbell Productions, N. Y. (TV package firm), were married Nov. 21 in N. Y.

FLAMINGO TAKES TO THE AIR

Sponsor Identification Jumps 144% in Two Months

IN a special survey taken for Flamingo Frozen Orange Juice, user of an intensive local radio and outdoor advertising campaign, an identification of 44% has been achieved. Radio has been mainly responsible for the identification, it was reported.

According to Fact Finders Assn., an independent research organization, the survey was conducted in the metropolitan New York area and shows that the orange concentrate jumped in name recognition by 144% in two months. Fact Finders said that "is remarkable progress for a new product to make in such a short time." Sixty days ago a survey made by the same research firm listed Flamingo's identification at 18%.

Within the past two months Flamingo has become a participant on the Eleanor Roosevelt program on WNBC and the Walter Kiernan program on WJZ as well as a series of one-minute spots on WINS, WOR and WJZ, all New York.

Thus radio has picked up the recognition of Flamingo from 18% to 44%.

Flamingo is marketed by Douglas Leigh, outdoor display man, who drew attention to his product late this summer by two illuminated blimps, five broadway signs and a Railway Express poster.

Before the year is out, Mr. Leigh expects to have a Flamingo cartoon commercial on television in Philadelphia and then in New York.

ZENITH PROFITS

McDonald Reports on 6 Month

NET PROFITS for Zenith Radio Corp. and its subsidiaries for the first six months of the fiscal year ending Oct. 31 totaled $3,790,990 after federal income tax provision of $2,973,000, depreciation and reserves. This was reported in Chicago last week by Zenith President Eugene F. McDonald Jr.

Figure contrasts with $1,066,526 for the same six-month period last year.

Comdr. McDonald said Zenith is "continuing to produce at a high rate, despite difficulties in securing certain scarce materials and components," but admitted he cannot "at this time estimate the effect that restrictions and cutbacks on strategic materials will have on production after Jan. 1."

The company, which allocates radio and TV set production to dealers, is expected to continue with this plan, he said. "Preparations are being made to handle a substantial amount of production for defense when orders are released by governmental agencies."

Ontario CAB Meet

A ONE-DAY meeting of Ontario member stations of the Canadian Assn. of Broadcasters is planned to be held at Toronto at the Royal York Hotel, Dec. 3, to discuss mutual regional problems, prior to the annual meeting of the CAB.

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

BROADCASTING TOWER available

868 FT. ABOVE SEA LEVEL

Here is one of the rarest opportunities ever offered to a broadcasting company—

A broadcasting mast located atop one of New York's tallest skyscrapers, in the geographic center of the Metropolitan area!

This 100-foot mast is no mere blueprint—it is already erected. Steam and electrical services are available. 24-hour elevator service throughout the year. And it is possible to erect a mast on this site even higher than the present 100-foot one!

Combine these outstanding advantages with the prestige of the internationally known 500 5th Avenue address, and you have an opportunity which is not only rare, but genuinely unique!

500 FIFTH AVENUE

N. W. CORNER 42nd STREET

PHONE: PE 6-5300

open mike

'Fine Job'

EDITOR, BROADCASTING:

I hope you will pass along . . . the very sincere appreciation of both Jerry (Jerry N. Jordon, "Analysis of 1950 Baseball Attendance," BROADCASTING, Nov. 20) and myself for the splendid article about his analysis of the baseball attendance in that issue. It was a fine job, completely fair, and reported so well that we were both more than happy with it.

C. L. Jordan
Exec. Vice President
N. W. Ayer & Son Inc.
Philadelphia

* * *

Tower Creditline

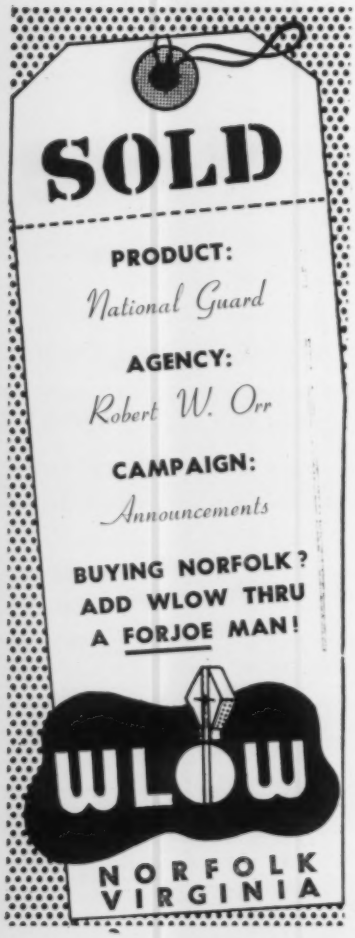
EDITOR, BROADCASTING:

In the Oct. 23 issue of BROADCASTING you had a nice story on page 21 covering the Miami hurricane.

There were two paragraphs devoted to WGBS who "carried on" before, during, and after the storm. There was no mention of whose towers took the full force of the hurricane . . .

. . . It may be interesting to know that WGBS had four towers —all 277-ft. Stainless, towers. . . .

John F. Guzewicz
Stainless Inc.
North Wales, Pa.



Time for Trumpets

EDITOR, BROADCASTING:

I was impressed by your editorial, *"Freedom Isn't For Sale,"* [BROADCASTING, Nov. 20].

It is, as you suggest, a time for trumpets. The horse of censorship and hampering restrictions is far from dead.

I notice that radio and television occasionally encounter difficulties, and so do we. There isn't freedom so long as any of us—not just "the press"—are excluded from the full and equal protection of the First Amendment. I am so happy to see you emphasize this point. All power to you!

Kenneth Clark
Director of Information
Motion Picture Assn. of America Inc.
Washington, D. C.

* * *

Likes Reviews

EDITOR, BROADCASTING:

. . . Congratulations on your new "review" section. One thing I like particularly is that you give enough space to fully discuss each program—rather than many paragraph reviews. . . .

Lynn Poole
Director of Public Relations
Johns Hopkins U.
Baltimore

* * *

Favors Rate Increase

EDITOR, BROADCASTING:

. . . Having spent the last eight years as general manager-station manager-salesman with two or three pretty good stations, I have always contended that advertising rates on most stations were too low, and especially in our southern towns of from 10,000 to 35,000 population. But, and this is stated without malice towards any station owner, 99% of them watch their local newspaper rate too much, and are too afraid they may lose an account locally, should they raise their rates. The great trouble with most stations, they do not sell radio enough. Newspapers usually sell themselves in every issue.

On one 5,000 w station, and one 250 w station that I formerly managed, I raised my rates 15% and never lost an account, and on Oct. 15, we raised our rates here, and there has been no appreciable kick from our local merchants. The great trouble has been, is, that during all the war years, and since, when everything else has been going up, radio stations generally have kept their same old rates. Tubes are up more than 100% in the past five years, and every other thing that radio stations use, is up in like proportion. Then too, 75% of the radio stations are seeing how few personnel they can operate on, and in that way keep from raising rates, when in reality, they should carry a personnel in keeping with good radio, and charge enough to make it pay its way. . . .

N. L. Royster
Commercial Manager
WGBR Goldsboro, N. C.

* * *

'A Real Contribution'

EDITOR, BROADCASTING:

It was gratifying to see your article, "The Show That Cleared the Shelves of Premiere Sauce Arturo" [TELECASTING, Nov. 13], because it indicates how alert your publication is to effective use of our medium's peculiar selling technique. It is a real contribution to the progress of television, I think, to be sure of such reportage as BROADCASTING regularly affords.

Chris J. Witting
General Manager
DuMont Television Network

* * *

Farmstead Program

EDITOR, BROADCASTING:

May I . . . thank you for the splendid coverage BROADCASTING magazine recently gave to Midwest Farmer Day, staged by WNAX in the new Sioux City Auditorium as the finale . . . of the three-year Farmstead Improvement Program sponsored by this station [BROADCASTING, Nov. 13].

However, where reference was made to the termination of the program, I was mistakenly quoted as giving the following reason: "Farmers have so raised their standards in this region that there is little or no room for further improvement." I assure you that having been engaged in agricultural broadcasting for over 14 years, would never presume to make a statement of this type about any phase of agriculture, much less farmstead improvement. There is always room for improvement in raising living standards on the farm. What I did say at the banquet and at the evening's entertainment before some 8,000 midwest farm folk was that the Farmstead Improvement Program had been terminated due to changing economic conditions and that the outlook for the future seemed to indicate emphasis on more efficient and greater farm production. . .

Chris Mack
Farm Service
WNAX Yankton, S. D.

* * *

Is There a Shortage?

EDITOR, BROADCASTING:

I would like to voice my "two cents worth" in the discussion going on about the "shortage" of first class licensed men. To the station managers who think there's a shortage, I'd like to ask what salary they are offering? Is it enough for a good man to move into their town, maintain a decent home and send their children to school? Or do they want a $135 a month man, like those I've seen asked for in the classified? What causes the shortages? Oil companies and construction compaines are getting good men and keeping them. I work for a utility company. We don't have to hock our right arm to buy a roll of solder or a few tubes. When owners and managers pay enough for a good man, then trust him to run their stations properly and efficiently, there won't be any shortage.

H. Warren Smith
503 Walsh St.
Austin, Tex.

* * *

EDITOR, BROADCASTING:

Regarding Mr. William R. Tedrick's letter in the Nov. 6 issue . . . please allow me to point out that both the NAB resolution involved and my previous letter in OPEN MIKE were concerned with the availability of licensed technicians

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Hollis

THE THING

On Records: **Phil Harris—Vic. 20-3968; Teresa Brewer—Lon. 873; Arthur Godfrey—Col. 39068; Ames Brothers—Coral 60333; Two Ton Baker—Merc. 5548; Tommy Tucker—MGM 10864; Danny Kaye—Dec. 27350; Red Caps—Vic.*; June Carter—Vic.***

On Transcriptions: **Jumpin' Jacks — Thesaurus.**

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

BMI

engineers were not mentioned in either. . . .

As to my qualifications . . . I am not an engineer, but as a technician that has held a regular broadcast license for many years, and having broad contacts with the industry, I think I can speak with . . . first hand knowledge. . . .

. . . Perhaps a fair barometer of actual conditions is the number of "Situations Wanted — Technical" ads appearing in BROADCASTING and other trade papers, and the number of regular licensees now working non-radio jobs. The shortages envisioned by District 11, Mr. Doherty and Mr. Tedrick are, in my considered judgment, purely imaginary. . . .

The situation is further confused by the paradoxical stand taken by District 11. I know personally that many of the managers who voted for the restricted operator resolution have extremely high and rigid supplemental requirements for the employment of regular licensees, which is probably justifiable in view of the available supply, yet they ask for the total abolishment of technical requirements implied by restricted license.

What is the explanation?

Lewis Sherlock
Box 51
Plainview, Tex.

* * *

MAB Broadcast

EDITOR, BROADCASTING:

On Nov. 10 and 11 the Michigan Assn. of Broadcasters held its second annual meeting in Lansing.

One of the features of this meeting was a 30-minute, state-wide broadcast presented for and in connection with the meeting, on Nov. 10, at 9:30 p.m.

The purpose of the broadcast was to acquaint listeners with what Michigan radio has contributed to the entertainment, education, and culture of the people of Michigan for the past 30 years. The broadcast was made available to all Michigan stations and was produced under the direction of MAB director, Worth Kramer, general manager of WJR. Mr. Kramer and his associates at WJR are to be congratulated for a very fine performance.

Six weeks were spent working on the script and in all 40 people participated in the broadcast, including the Paul Levoy Orchestra, Don Large and his 16-voice chorus, Soloists Marion Gillette and Frank Kendall, Ty Tyson, the Long Ranger, Harry Heilman and Narrators Franklin Mitchell and Ron Gamble. . . .

We were very happy that the broadcast received the enthusiastic approval of the broadcasters and listening public and felt that it would be of interest to other state associations. . . .

Edward F. Baughn
President
Michigan Assn. of Broadcasters
WPAG Ann Arbor, Mich.

* * *

Winners Who Quit

EDITOR, BROADCASTING:

You disappointed me! All this time I've been waiting for a story on why WFIR Danbury, Conn., forfeited their construction permit for 550 kc last Aug. 24. Whatever the reason, it surely made monkeys out of the FCC examiner and the majority of the Commission who voted for the Danbury application a year and a half ago, after deciding against the exclusive bids of Atlantic Broadcasting Co., Boston, and WNBH New Bedford. Personally, I would have preferred WNBH. . . .

. . . Incidentally, the fight of the Fulton County Bestg. Co. (the now deleted WPKM Atlanta) and WSOC Charlotte for 1550 kc a few years ago is an exact parallel—while, like the moon and the stars, the Lubbock hassle still goes on between KFYO and the (practically deleted but) proposed operators of KVLU for 790 kc.

It appears that the best interest of broadcasting would be served if the FCC adopted a rule whereby existent stations such as WNBH, WSOC and KFYO would have priority rights to channels previously granted their rivals in competing applications, in the event those permitees subsequently decided to call it a day. . . .

Bill Cunningham
Hollywood, Calif.

The Jackson market has shown impressive increases during the past 10 years . . . population 32 per cent, retail sales 248 per cent and wholesale 322 per cent. All this simply means a greater market for YOUR product.

REPRESENTED NATIONALLY by the GEORGE P. HOLLINGBERY CO.

Mrs. Broeg proudly shows her trophy to Wilbur S. Edwards, assistant general manager of WEEI.

FERGUSON PLANS
Un-American Probe Unit

PROPOSAL that the Senate Judiciary Committee be armed with power to investigate un-American activities or that a separate committee be created for that purpose has been suggested by Sen. Homer E. Ferguson (R-Mich.).

At the same time, Sen. Ferguson urged a fresh probe of charges that the State Dept. has been penetrated with Communists or Communist sympathizers. Such an investigation, he explained, could be launched under provisions of the new anti-subversive law requiring registration of Communist groups and identification of their sponsored radio-TV programs.

Sen. Ferguson suggested that the Senate Judiciary Immigration subcommittee, which has been studying Communist infiltration, take over the job of such inquiries as a regular fulltime job and as a counterpart to the House Un-American Activities Committee. Both the House committee and Senate group have explored testimony citing evidence of Communist infiltration in the communications industry.

Imdrin Hearing

HEARING was held in Chicago last Monday by the Federal Trade Commission on a complaint involving alleged false advertising by Rhodes Pharmacal Co., Cleveland, on behalf of its product, Imdrin. The FTC complaint charges that the firm misrepresented the therapeutic properties of the medicinal preparation in radio and other advertisements. Among other commitments Rhodes sponsors Gabriel Heatter on MBS Tuesday, 7:30 to 7:45 p.m. Abner Lipscomb presided as trial examiner, while Joseph Callaway was the government attorney.

RCA broadcast equipment sales section announced completion of a new 250-watt AM transmitter BTA-250M, planned for greater economy of space and operation cost. Transmitter will have smaller size single tuning control, reduction in number and type of electron tubes, use of screen grid tubes in all r-f stages and circuit changes for better fidelity.

'TWO-TIMER'
WEEI Director Wins Trophy

HELOISE PARKER BROEG, director of WEEI Boston's *Food Fair* program, has returned to the city with another silver trophy—a sterling silver replica of the famous London Bowl—and a smile of pride. For the second time in three years, Mrs. Broeg entered the nationwide competition sponsored by Grocery Mfrs. of America and emerged with first prize in the radio division.

Her entry was based on a series of special broadcasts over WEEI bringing out scientific research on food and featuring interviews with noted authorities. A former owner of three retail bakeries, she is credited by WEEI with manufacturing the first biscuit mix on the market.

For the past 10 years Mrs. Broeg, who is active in the business division of the American Home Economics Assn. and other groups, has been "Mother Parker" on WEEI, airing educational programs on food to a growing audience of women and the general listening public. She also found time to edit the sea food section of Betty Crocker's new pictorial cook book, and to make the largest pie —five feet in diameter—ever assembled for the Massachusetts Agricultural meeting last January, according to reports from the Boston station.

Time Buyers, NOTE!

NO TV
Stations within
60 miles of
YOUNGSTOWN, O.
Ohio's 3rd
Largest Trade Area
Buy
WFMJ
The Only ABC
Station Serving
This Market
5000
WATTS
All programs duplicated on
WFMJ-FM
50,000 Watts on 105.1 Meg.
CALL
Headley-Reed Co.,
National Representatives

NEW MUSIC PROBLEM?

U.S. Eyes Canada

U. S. BROADCASTERS and their copyright attorneys are paying more than usual attention to Canada these days, following the appearance of a new music licensing organization, Federation of Authors in Canada. The group has notified the dominion's copyright appeal board that after Jan. 1, 1951, the federation will handle the performing rights to the music of the French society, SACEM, now represented in Canada by the Composers, Authors & Publishers Assn. of Canada (Canadian ASCAP).

In a tariff filed with the Copyright Appeal Board, government body which holds hearings each year to determine the fees to be paid to the various copyright organizations for the broadcast performances of their musical works, the Federation of Authors is asking fees aggregating $117,087.54 for 1951 for the SACEM catalog, which includes the works of Ravel, Debussy and other leading French composers. This sum is roughly 40% of the tariff petition filed by CAPAC, which asks $304,824.30 for its broadcast rights for the coming year.

In the United States, where music license fees are not set by a government agency but are negotiated individually by the broadcasters and the licensing organizations, the combined contracts for broadcasting ASCAP licensed music, including the SACEM catalog, currently total some $8 million in fees paid by the broadcasters to ASCAP each year. This is under a nine-year agreement which does not provide for any reductions in fees as a result of the loss of foreign catalogs.

If SACEM should pull out of ASCAP and set up its own licensing organization in the United States and make the same percentage demand as in Canada, U. S. broadcasters might find themselves faced with the prospect of paying somewhat more than $3 million a year (40% of the approximate $8 million they now pay ASCAP) in addition to the present ASCAP fees. Or they might be able to get a per piece arrangement from the new licensing company similar to a per piece license fee offered Canadian broadcasters by the federation.

Not Yet Awarded

Mr. Gerard de la Chappelle, North American representative of SACEM, told BROADCASTING Nov. 17 that although it is true that the federation has filed a tariff for SACEM music rights in Canada, SACEM has not yet awarded its Canadian licensing rights to this organization. A request has been made, he said, but SACEM management still has the matter under consideration and has not yet made a definite decision whether to switch or to retain CAPAC as its licensing agent in the dominion.

Asked whether any change is contemplated in the United States in 1951, with some organization other than ASCAP handling SACEM's performing rights, Mr. de la Chappelle denied any knowledge that such a move is being contemplated.

His responses add weight to conjectures made by certain Canadian broadcasters that what SACEM really wants is not to break with CAPAC but a larger percentage of the organization's revenue and that SACEM's dealings with the federation are only part of a campaign to get CAPAC to boost its payments to SACEM. The situation is similar, they noted, to that of a decade ago in the United States, when Warner Bros. withdrew the catalogs of its music publishing companies from ASCAP after failing to secure a higher percentage of the society's income for its music. Warner Bros. issued its own licenses to broadcasters and filed several million dollars worth of infringement suits against non-licensed stations and networks during the first half of 1940, but in July of that year it made its peace with ASCAP and resumed its membership and its licensing through the society in August, after seven months of independent operation.

Available!

Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite

morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC of Kansas City

KFRM for Rural Kansas

No Blasphemy Intended

A WMT Cedar Rapids, Iowa, listener relayed this story to Chuck Worcester, station farm service director: It seems a small radio station opened its early morning program with a transcribed 15-minute program containing a prayer. It was the custom of the announcer to start the disc and then dash out for morning coffee. One morning, however, he returned to find the phone madly ringing as indignant calls began to come in charging the station with blasphemy. It turned out that the transcription had stuck and for 10 minutes had been repeating "for Christ's sake. Amen."

Sartain Elected

DENIS SARTAIN, news editor, WWDC-AM-FM Washington, was re-elected president of the Chesapeake Associated Press Radio Assn. at the group's annual fall meeting Nov. 19 in Baltimore. News editors of 30 stations from Maryland, District of Columbia and northern Virginia were represented at the meeting. Also re-elected were Matthew Warren, WEAM Arlington, Va., first vice president; Max Fullerton, Baltimore AP Radio Bureau chief, secretary. John Alderson, WFBR Baltimore, was elected second vice president.

Education Meet

SECOND meeting of the Television and Education Clinic will be held at WBAL-TV Baltimore studios Dec. 13, the station has announced. Business will begin at 10 a.m. and a lunch will be served. Meeting is expected to run until 4 p.m. Participants will discuss the role of television in education, particularly those developments which have taken place since the clinic's first meeting earlier this year.

Launching "Howdy" are (l to r) Engineers Bob Natho, Bill Curbow and Wallace Wilkes (in r background).

* * *

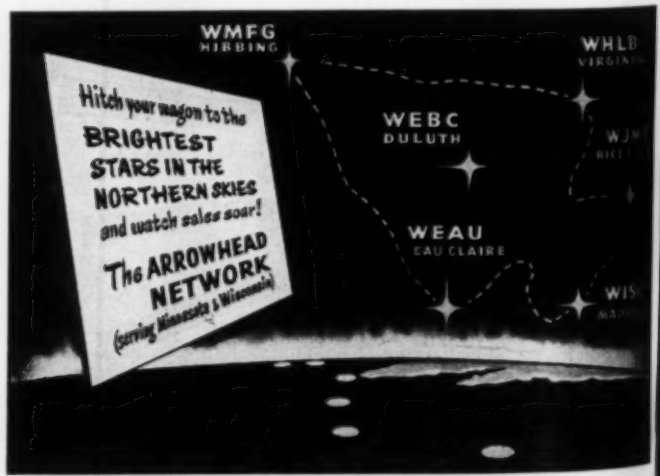
KGNC'S BLIMP

Takes to Greener Pastures

EVEN a blimp can get over inflated with its own importance and take to greener pastures. That's what happened to KGNC Amarillo's "Howdy" blimp—22 ft. long and 600 cu. ft. helium-filled—while serving as the welcoming floater for a meeting of advertising executives in the city. It previously had made its promotion debut at the Tri-State Fair.

Moored to a large sign atop the Herring Hotel, the wanderlust war-surplus blimp parted company from its rope. General Manager Tom Krister offered a $25 reward for the high riding traveler. As he put it, "We had the rope but the cow got away."

Weather Bureau observers charted the air sausage's flight until it faded from view while residents in the area kept the station's switchboard crowded with calls. The blimp—bearing the station's call letters—finally ran out of helium and sagged to a flapping heap on a ranch 14 miles northeast of Amarillo. Owner of the ranch, by coincidence, was Mr. Krister's uncle, R. B. Masterson Jr.



programs promotion premiums

EDUCATION SERIES ● ● ●

EDUCATION series will be telecast by WTMJ-TV Milwaukee Saturday, starting Jan 6. Five schools in area taking part are Marquette U., U. of Wisconsin Extension Div., Mount Mary, Milwaukee State Teachers and Milwaukee Downer Colleges. Subjects to be corrective speech and hearing procedures, science and chemistry, reading for children, modern methods of teaching, choral speaking and occupational therapy.

NIGHT CLUB SHOW ● ● ●

LIBERTY BROADCASTING System has completed arrangements with Herman D. Hover, owner Ciro's, L. A. night club, for five weekly half-hour program *Ciro's Disc Jockey Show* to emanate from club with Mr. Hover as m.c. Program will be released on entire network.

ANNOUNCING BOOKLET ● ●

CKNW New Westminster has released six-page booklet "Principles and Procedure of Announcing" by Mrs. Bertha Biggs of CKNW. Booklet describes qualifications of announcer, reading, training and practice for announcers. It is available on request and has been distributed to Canadian stations.

RELIGIOUS PROGRAM ● ●

KNBH (TV) Hollywood, *Sunset Service*, Sun., 5:30-6 p.m. (PST). Non-denominational religious services consisting of choir, organist, guest minister and different well-known figure weekly from entertainment world who will read favorite passage from Bible. Program under leadership of Dr. Louis H. Evans; Rev. Clifton E. Moore, supervises.

ROSARY BROADCASTS ● ●

KCOR San Antonio, recitation of rosary, nightly 6:30 p.m. Archbishop Robert E. Lucey and Raoul A. Cortez, president of station, have completed plans for broadcasts, which began Oct. 1, to continue over KCOR. Recitation is broadcast in foreign languages as well as in English, with cooperation of Catholic Church.

WBBM BROCHURE ● ● ●

WBBM Chicago sending attractive brochure to trade. Cover is filled with handwriting and silhouette of man's head in red circle. Inside is entitled "Bouquets or Brickbats," followed by three pages headed "They Listen . . . They Respond . . . and . . . They BUY!" Piece promotes Paul Gibson's program with facts and figures on show's sales and coverage.

GLOVE WEEK ● ● ●

WENT Gloversville, N. Y., in cooperation with local tanneries and glove factories celebrating National Glove Week broadcast series of programs describing steps taken in glove manufacturing. Four tanners sponsored series and Bacmo-Postman Glove Corp. sponsored 15-minute description of completed product on final show. Nancy Craig, ABC fashion commentator, and Nancy Olson, motion picture actress, were guests on program. Station also had street interviews in connection with premiere of Miss Olson's new picture released during celebration.

DISC JOCKEY PROMOTION ●

KOWL Santa Monica, Calif., sending folding mail piece to advertisers and trade. Cover made up of reprints from trade magazine. Inside it tells about Joe Adams, station's popular disc jockey and points up success of Mr. Adams, reportedly first Negro to handle a record show in L. A. Rate card is attached at bottom of page.

CHEST FUND ● ● ●

WWOD Grand Rapids, Mich., collected more than $1,600 for lagging Community Chest Fund during all night broadcast. Pledges were taken by staff members over telephone. Station also invited personnel from other Grand Rapids stations to participate and had guest stars. Station reports all-night show topped 100% quota set for the drive.

ICONOSCOPE TUBE ● ● ●

WFMY-TV Greensboro, N. C., presented first iconoscope tube used in live telecast, to Greensboro Historical Museum. J. M. Thornton, museum society president, said tube will be placed with other television objects and will be on permanent display in Greensboro First, section of museum.

POT HOLDER ● ● ●

WIBW Topeka sending brochure to advertisers with picture of girl carrying hot dish and headed "To Handle Hot Dishes . . . Use This Handy Pot Holder." Inside has green pot holder under heading "To Handle Hot Selling Problems in KANSAS . . . Hire WIBW." On back of piece are indorsements from advertisers on station.

GOOD COVERAGE ● ● ●

KGO-TV, KPIX (TV), KRON-TV San Francisco joined forces on night President Truman made his major policy speech from Bay city's War Memorial Opera House (birth place of the UN) to bring televiewers a three-hour visual report of event. All stations cancelled regular evening offerings to carry show.

HONORS SYNAGOGUE ● ●

WCSC Charleston, S. C., *Church of the Air*, Sun., 10:30-11 a.m., Nov. 19. Honored second oldest synagogue in U. S. Kahal Kadosh Beth Elohim congregation's bicentennial celebration originated at station and was fed to CBS network coast to coast. Program featured speakers, choir and cantorial solos. Produced by Russel Long, station's program manager.

TWENTY-FIFTH YEAR ● ● ●

WRVA Richmond sending trade 12-page booklet commemorating 25th year of broadcasting. Cover in silver with picture of station's transmitter building and with dates 1925 and 1950 below it. Inside contains pictures of people in different departments and of historical events in station's history. On back is picture of proposed future television building.

MRS. CASEY JONES ● ● ●

WGR Buffalo, *550 Party Line*, Billy Keaton, announcer, interviewed Mrs. Casey Jones, wife of the railroad hero. Mrs. Jones was in Buffalo to participate in local department store's bargain train promotion saluting railroads.

BOOK COVERS ● ● ●

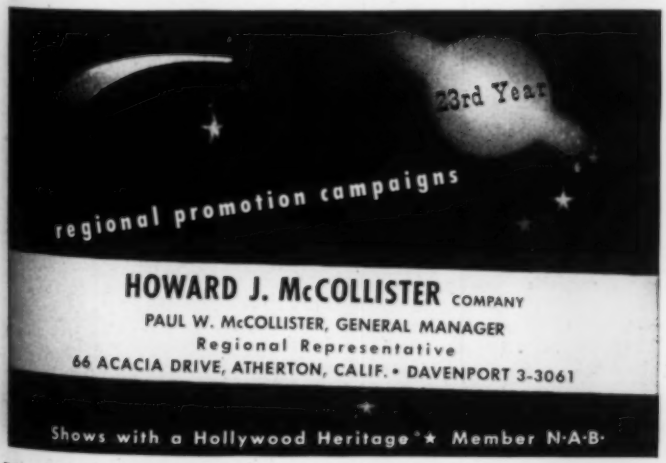
WTOP Washington distributed textbook covers to school children in Washington area. Covers note: "After studying . . . Relax with WTOP." Under head is list of programs heard on station asking students to check off ones they listen to.

BROCHURE ON FORMAT ● ●

VICTOR S. SILVER Productions, Baltimore, publishes brochure describing radio format of its *Tele-Puzl* quiz series. Copies may be obtained by writing company at 6400 Walnut Ave., Baltimore 7.

'Fair' Bargain

IF KLAC-TV Los Angeles ever finds itself in need of a 1950 Nash it will be assured of a fair bargain by a local car dealer. One day recently station engineers found on their parked remote truck a card left by an over-zealous dealer who had pretty well canvassed all parked cars in the vicinity. Card read: "Would you be willing to trade your car for a new Nash if we can get you $1,950 for it?" Station has only one problem: The truck, complete with equipment, is valued at $100,000.


23rd Year
regional promotion campaigns
HOWARD J. McCOLLISTER COMPANY
PAUL W. McCOLLISTER, GENERAL MANAGER
Regional Representative
66 ACACIA DRIVE, ATHERTON, CALIF. • DAVENPORT 3-3061
Shows with a Hollywood Heritage ★ Member N·A·B·

EUROPEAN BROADCASTING

By HARRY C. WILDER
PRESIDENT
WSYR SYRACUSE, N. Y.

EUROPEAN radio still is far behind American broadcasting, aside from Radio Luxembourg, according to Harry C. Wilder, a pioneer broadcaster and a member of the U. S. "task force" that inspected facilities on the continent in 1945. Just back from a seven-week tour, he found Britain ahead of other European nations in the television field but was impressed by the 819-line TV system being developed by France. The tour included England, France, Italy and Switzerland. The Wilders sailed Sept. 14 on the *Queen Mary* and returned this month on the *Queen Elizabeth*.

Mr. WILDER

* * *

THE degree of government news control of European radio stations varies in direct ratio to the margin of control of the party in power. In France and Italy news is highly colored, where the government is none too secure. In Switzerland there is less slanting of news because of the traditional stability of the Swiss political system. In England there is more radio censorship than in other peacetime years due to the closeness of Labor party control of Parliament, but British newscasts have been average to excellent. However, in listening, I was impressed with the treatment of Korean war news, where United States troops appeared to be less active than British Empire units.

In dictator countries, of course, newscasts and programs are almost wholly propaganda and unreliable.

Most European countries conduct radio stations with limited funds. They pay so little for talent that programs are poor. One of the top comedians told me he didn't go on the air "because I have to eat." He is soon to appear in South Africa, where he will be "well paid."

There is no comparison between European radio and the American system—you have to go to Europe to fully appreciate the great superiority of United States radio stations.

One Commercial Station

One exception is the only privately run commercial station, Radio Luxembourg, with high power which has many United States sponsors on the air. Luxembourg's audience is very great. In many other countries listeners prefer it to nearer government owned stations.

Britain is well ahead of Europe on television, but France has developed new technological television advances which should be copied elsewhere in time. The mechanical handling of television film in Britain and France is ahead of our system. Italy and Switzerland have no television, the latter only because of the mountains which would confine reception to small areas and require too many stations to reach all the population. There are three official languages in Switzerland, which is a deterrent. Italy has one FM station but no sets to receive it.

Weather Reports

In just one particular do European radio programs excel ours—weather reports. Complete weather for every area in great detail commands the largest audience of any programs. Otherwise European listening is at low ebb, except for shortwave sets that can bring in distant stations.

By the latest count, Russia has erected 75 radio transmitters to jam American and British programs, particularly the Voice of America. The latter is about 20% effective as a result of Russian jamming and police orders.

The directors of government-owned stations suffer seriously from lack of funds, including no pay at all for radio staffs for weeks at a time. The BBC in Britain is not included, because of the large sums collected in set license fees and advertising revnues from publications of BBC. Obviously, the Canadian system is superior to the British since it permits privately owned stations in addition to government stations. The Canadians use United States programming to a great extent, as does Radio Luxembourg, with consequent high listening acceptance.

If there are any ills in the United States system, they are inconsequential by any comparison with European government-owned radio.

The French television station just redesigned shows indications of alert technical skill. Programs are broadcast from two transmitters at the Eiffel Tower, one with 441 lineage, feeding the bottom of the antenna, and the newer transmitter feeding the top using 819 lines, both on VHF frequencies.

Current programming is 25 hours a week. Half the programs with 441 screen are live and half film (35mm and 16mm). On the 819 screen each evening a 20-minute live show is followed by two hours of film.

The 819 line camera is unique and effective. It is compact, lightweight and contains a Superikon tube which has some resemblance to the RCA Imageorthicon, but simpler. The construction details of this new camera (with three short lenses) reveal unique simplicity of design and evident lower cost. France so far has only three or four of these cameras.

Screen Lineage

Any international agreement as to uniform screen lineage appears impossible—British 405, United States 525 and French 441 and 819. Each has points in its favor. The disadvantage of using 819 lines in the United States is the wider band required, thus eliminating over half the VHF stations. Once you have seen 819 line pictures, you wonder if we should not find some way to adopt this standard.

The present 10,000 receivers in Paris are for 441 lines. Production is starting on 819, which will cost slightly more. In nine years France will abandon the 441 line screen.

In reporting officially on my conclusions, I advised that the United States withhold full Marshall Plan or dollar aid to nations which operate radio and television stations without advertising revenue. There is no sense in permitting impoverished national treasuries to pour new money into radio and/or television when these same stations could be made self-sustaining or even profit-producing.

This is not an infringement on their inaliable right of self-government but simply a business transaction to cover an emergency period, when we have every reason to expect their cooperation. This practical suggestion was well received but nothing will probably be done about it.

TEACH TEACHERS

WKY Aids Pedagogues

WKY - AM - TV Oklahoma City donned cap and gown when the city's first annual Business-Education Day brought teachers from local schools to nearly 200 firms for a close look at the inner workings of the free enterprise system.

Ten educators began their day at the station by hearing the history of the AM-TV operation. In the afternoon, they were transported via the WKY bus-type mobile unit to the AM-TV transmitter site six miles north of the business district where they watched origination of the TV show, *Kitchen Close-Ups*.

Winding up the day, P. A. Sugg, station manager, discussed radio and TV profits, losses, taxes, personnel, regulations, programming and educational services. The teachers formed a committee to consult with station management on common problems.

NATIONAL Iced Tea Time will be celebrated from July 13 to 20, the Tea Bureau announced. It will be supported by advertising, merchandising, and promotion with details to be worked out by the first of the year.

11,000 People Jam Chicago Stadium
to See Our First
INTERNATIONAL SQUARE DANCE FESTIVAL

SEE
DOUBLE PAGE
SPREAD, this issue

WLS
CHICAGO 7

Clear Channel Home of the National Barn Dance

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE"
WBAL

XUM

NOVEMBER 27, 1950

TELECASTING

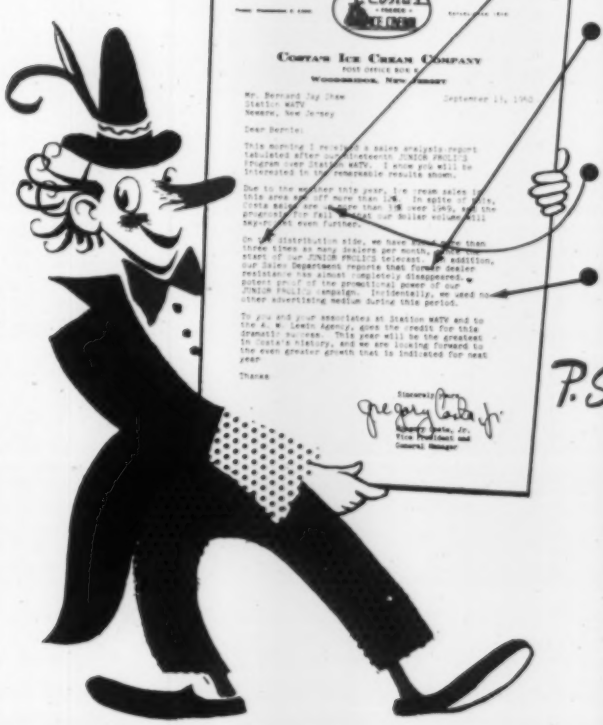
A Service of BROADCASTING Newsweekly

more than

9 million Brown Cows

sold by watv's junior frolics, New York's highest rated local children's tv program

the sponsor says:



- more than three times as many dealers per month
- former dealer resistance has almost completely disappeared
- sales up more than 33 per cent over 1949
- we used no other advertising medium

P.S. September 20th, 1950
Costa buys an additional half hour segment on watv's phenomenal
junior frolics

Complete copy of the amazing Costa sales success story available upon request.

watv TELEVISION CENTER, NEWARK 1, NEW JERSEY
REPRESENTED BY WEED AND COMPANY

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C. | NOVEMBER 27, 1950 | BROADCASTING, Telecasting $7 annually, 25c weekly

TALENT RATES JUMP TV COSTS

TVA-Network Pact Set

By PETE DICKERSON

TELEVISION costs are up again as the result of new talent rates, provided under the first network-Television Authority contract in history.

The contract provides rates as high as $70 per quarter-hour to $170 an hour for actors, including rehearsals. Accord was reached for live and kinescope performances only minutes before a coast-to-coast walkout of 25,000 union members was scheduled to go into effect. Radio network operations also were threatened when an estimated 10,000 members of the American Federation of Radio Artists voted to observe TVA picket lines (see separate story page 26).

Meanwhile, two new problems were presented to both radio and television networks in New York by the National Assn. of Broadcast Engineers and Technicians NABET notified the networks that its members had been ordered not to work more than 50 hours per week, effective Nov. 16. A network spokesman said that nothing in the NABET contract, which runs until next Oct. 31, limits the hours to be worked; and that "considerable embarrassment" may result to the networks from the ruling.

Wage Increases Asked

NABET also has requested the networks to reopen its contract and grant wage increases of $5 to $7.50 in some categories. A network official said that the companies had indicated their willingness to discuss NABET proposals, which would necessarily involve consideration of allied matters such as when new rates would go into effect, and how long an extension of the contract. He said NABET had not indicated it would discuss these matters.

Another of the week's developments was announcement of negotiations in New York with the TV networks by John C. McDowell, executive secretary of Theatrical Protective Union No. 1, the stagehands' organization. He said some 800 members employed as technicians, set builders, handlers and riggers would seek a 10% wage incerase and a 5% contribution to the welfare fund.

Substantial gains by TV performers were indicated by the salient figures of the complex TVA-network agreement, details of which are still being negotiated in face of a Dec. 1 deadline. Four networks, NBC-TV, CBS-TV, ABC-TV, and DuMont—and WOR-TV New York, which originates one network program and five unions, American Federation of Radio Artists, American Guild of Variety Artists, American Guild of Music Artists, Actors Equity Assn. and Chorus Equity Assn., all represented for bargaining purposes on live and kinescope shows by Television authority, a trusteeship, were involved.

Agreement developed from a crisis that followed more than two months of negotiation which began Sept. 14 and continued through a final week on an almost round-the-clock basis. The crisis came after a meeting of network and advertising agency representatives on Friday, Nov. 17, at which the latter reportedly opposed any further concessions.

The following day, network representatives caucused until four hours past the 10 a.m. meeting previously scheduled with union negotiators, with whom they finally met at 2 p.m. Spokesmen for all networks but NBC-TV are believed to have entered the meeting feeling that they already had offered more than they should have, and that further talks would be futile unless their earlier "final" offer was reconsidered by the union.

NBC officials disagreed, and the remark is said to have been made to them that if they reached an agreement on their own, it would set a pattern to which the rest would have to conform. However, when the other network spokesmen had presented their views, and George Heller, TVA national executive secretary, had broken off negotiations and issued a strike order effective the next day against all except NBC, the latter continued to negotiate.

NBC-TVA Negotiate

Throughout the night and early morning, while strike preparations were under way, NBC-TVA negotiations went forward until an agreement was reached. Whereupon the other networks, through the intervention of Commissioner J. R. Mandelbaum of the Federal Mediation and Conciliation Service, renewed talks with Mr. Heller, who acquainted them with the NBC pact. After discussion, in which they are reported to have concluded they had no alternative but to subscribe to the same terms, an agreement with Mr. Heller was made.

NBC spokesmen are understood to have regarded the settlement as a substantial saving as compared with the "final" offer of the networks jointly, in terms of overall network operation. Spokesmen for other networks, however, said that it could not be so regarded in respect to their operations; that instead it constituted an increase. This was possible because of the dissimilarity of network operations, which leads one to be predominantly concerned with the cost of variety acts, and another with the cost of dramatic shows.

Union gains in any event are substantial. It was agreed that kinescopes of live TV shows might be telecast within 60 days there-

(Continued on page 76)

SEVEN-SIDE SYMPOSIUM

Set by TBA

A SEVEN-SIDED symposium designed to provide answers to the most pressing problems of TV broadcasters will be staged Dec. 8 at New York's Waldorf-Astoria Hotel by Television Broadcasters Assn. under the chairmanship of Eugene S. Thomas, manager of video operations of WOR-TV New York.

Described by Mr. Thomas as "the most informative event of its kind ever sponsored by the association," the 1950 TBA clinic will open at 10:30 a.m. with a programming session.

Mr. Thomas

M. C. Waters, vice president and general manager, WCPO-TV Cincinnati, will discuss "Programming for the Daytime Audience" and Sylvester L. (Pat) Weaver, NBC vice president in charge of television, will report on "Programming —Network Problems." Donald Thornburgh, president and general manager, WCAU-TV Philadelphia, will tackle the subject of operating a TV station in a multi-station market and Donald Stewart, general and commercial manager, WDTV (TV) Pittsburgh, will detail the problems of operating the only TV station in a major market.

G. Bennett Larson, vice president and general manager, WPIX (TV) New York, will describe "Steps Towards Reducing Expenses — Programming and Otherwise" which stations can take to get into the black, or at least to strike a balance between income and expenses. Another aspect of programming, "Catering to the Local Television Audience," will be dealt with by John M. Outler Jr., general manager, WSB-TV Atlanta.

Deckinger on Research

Research, final topic on the morning's agenda, will be covered by E. Lawrence Deckinger, research director, Biow Co., and president of the Radio - Television Research Council, in a talk on "Recent Developments in Measuring the Television Audience and Its Response."

This session will include the first public showing of the Hooperecorder, automatic, instantaneous audience reporting device developed by C. E. Hooper Inc., which will be demonstrated by C. E. Hooper, president of the research organization.

J. R. Poppele, TBA president, will serve as toastmaster at the luncheon session. TBA is making arrangements for a prominent luncheon speaker and for entertainment. In the afternoon, A. G. Ruthven, president of the U. of Michigan, will speak on "Possibilities of Educational Television," including a report on courses now being offered by this university in conjunction with WWJ-TV Detroit, whose general manager, Harry Bannister, will introduce Dr. Ruthven.

Dwight W. Martin, vice president, WLWT (TV) Cincinnati, chairman of the TV industry ASCAP per-program committee, will report on the progress of his group's negotiations with ASCAP on determining rates and condi-

(Continued on page 77)

COLOR COURT TEST

Battle Increases

THE COLOR television warfare continued to rage last week in briefs and affidavits filed by both sides in the Chicago federal court on RCA's suit against FCC adoption of the CBS color system.

Documents filed with the three-judge court, which issued a temporary restraining order to halt effectiveness of the Commission's color decision pending further decision of the court [TELECASTING, Nov. 20], included the following:

● A reply brief submitted by FCC Wednesday undertaking to answer RCA's claims and urging that the RCA motion for an interlocutory injunction should be denied.

● A 58-page memorandum filed by CBS Wednesday also opposing issuance of a temporary injunction, charging that RCA and other manufacturers fighting the FCC decision are confusing the issues and claiming that delay is costing the public "millions of dollars."

Pilot's Contention

● An affidavit by Pilot Radio Corp.'s President Isidore Goldberg, intervening on RCA's side, in support of Pilot's contention that Chairman Ed C. Johnson (D-Col.) of the Senate Interstate and Foreign Commerce Committee "prodded and cajoled" FCC to make a fast decision approving color now.

Dr. George H. Brown, RCA engineer, also made an affidavit in which he said he was speaking facetiously when he referred, during FCC's color hearings, to a possible use of the so-called "Chapin adapter" with the RCA system.

This affidavit was in answer to an FCC claim designed to offset RCA's charge that E. W. Chapin, head of FCC's Laboratory Division, invented a device usable only with the CBS system and was still allowed to participate in FCC's decision.

John T. Cahill, general counsel for RCA, referred to the affidavit during his argument before the court the preceding week. Court officials were unable immediately to single the document out of the plethora of papers before the court, but in a copy submitted to FCC Dr. Brown said he had referred to a "Chapin converter," not an adapter:

. . . My reference to the "Chapin converter" on page 7,599 of the transcript in the color hearings was intended as a facetious remark which I made only because it was Mr. Chapin who was questioning me.

The device to which this testimony related is not the Chapin device or any variation thereof. The only thing it has in common with the Chapin device is that the device to which I referred reacts automatically to an incoming signal. That device, unlike that of Mr. Chapin, has nothing to do with changing line and frame frequencies . . .

The affidavit obviously aroused FCC. Chairman Wayne Coy referred to it during questioning of an RCA witness in the current VHF-UHF proceedings, asking at the end whether he had included any "facetious" testimony (see story below).

In its brief, FCC said Dr. Brown's affidavit "may serve to induce caution in reliance on the testimony of RCA's witnesses," but that it "does not affect the only real point in issue, that RCA never made before the Commission the objection to continued participation of Mr. Chapin in the proceedings, which it now says it made, and that, in any event, such participation was not improper in any way."

Meanwhile there were these color TV developments:

● Patenting of a new color TV system which produces pictures in three-dimensional perspectives as well as in color was reported. The invention was credited to a Navy scientist, Thornton W. Chew, with rights assigned to the government.

● CBS, stopped by the court order from commercial color operations, continued its experimental colorcasts in New York, featuring its No. 1 performer, Arthur Godfrey, in one of its local demonstrations.

● The likelihood of a Senate investigation of industry opposition to FCC's decision was seen in Sen. Johnson's telegram, sent the preceding week to Pilot Radio Corp., declaring that "in due course it is likely that those believed to be the conspirators will be called before a committee and given an opportunity to prove the other allegations contained in your telegram" [TELECASTING, Nov. 20].

FCC's Brief

FCC's brief claimed that the RCA suit—in which RCA subsidiaries NBC and RCA Victor Distributing Corp. are co-plaintiffs with the parent company—relies on "*ex parte* affidavits" as well as the FCC hearing record for its support.

FCC said an affidavit of C. B. Jolliffe, executive vice president in charge of RCA Labs, "is referred to in plaintiffs' briefs as authority for all types of contentions, including what the Commission knew from the record, more than 60 times, while there are less than half as many references to the record and actual testimony."

The brief claimed "witnesses other than CBS and Commission witnesses testified as to unsatisfactory features of the RCA system," and that the choice was between "a satisfactory non-compatible system and no color television."

It charged that RCA's "progress report" on its own compatible color system "made no claim satisfactory and definable development with respect to basic unsatisfactory characteristics of the [RCA] dot-sequential system," and did not request that the FCC color record be re-opened.

The brief also contended that "the [CBS] field-sequential system adopted by the Commission was adopted after the fullest exploration of the potentialities of the systems presented to the Commission, permits the highest quality of service now known, and permits of the addition of improvements

(Continued on page 81)

HARRY BANNISTER (r), general manager of WWJ-AM-FM-TV Detroit, meets with Dr. Alexander G. Ruthven, president of U. of Michigan, at the inaugural telecast of WWJ-TV-U. of Michigan "tele-course." Station is making its facilities available to the universty for an experiment in "teaching by video."

Te-Ve

Drawn for TELECASTING by John Zeigler

"He always did prefer the balcony."

UHF CONFLICT

Explained by RCA-NBC

RCA-NBC elected last week to submit new exhibits comparing its Bridgeport UHF results with FCC predictions [TELECASTING, Oct. 30] rather than permit the Commission to strike portions of the report on grounds certain data is "misleading."

Allen B. DuMont Labs. and FCC's E. W. Allen Jr. earlier criticized the comparisons involved, DuMont particularly holding the RCA-NBC analysis presents the "darkest possible side of UHF" as a TV service [TELECASTING, Nov. 13, 20].

RCA-NBC, however, indicated last week it considered its explanation of alleged discrepancies to be "reasonable" and pointed out it initially had been careful to cite the assumptions used in the comparisons in order to prevent misinterpretation.

In this "explanation," FCC noted RCA-NBC now recommends a completely new and more stringent definition for grades of service in both the VHF and UHF in which FCC's Grade A contour would become RCA's Grade C contour.

Meanwhile, FCC's general VHF-UHF allocation hearing today (Monday), begins consideration of proposals for the reservation of channels for noncommercial, educational purposes (see story page 77). The Commission estimates this phase will conclude by Dec. 8, after which it will turn to the final phase of the complex proceeding to hear city-by-city allocation bids.

Dec. 6 Deadline

Dec. 6 was set as deadline for receipt of the new Bridgeport comparisons and also for a report from the Radio-Television Manufacturers Assn. concerning a survey of members on their plans to incorporate in receivers the 41.25 mc intermediate frequency recommended as standard by RTMA for the VHF.

Last week's hearing, held before Chairman Wayne Coy and Comrs. George E. Sterling, E. M. Webster and Robert F. Jones, was devoted mostly to cross examination on general allocation issues. Aside from the dispute between RCA-NBC and FCC over the Bridgeport comparisons, highlights of the sessions included:

● Introduction by RCA of cost and time estimates for UHF transmitters and antennas as well as announcement it would produce VHF-UHF combination sets in addition to VHF-only sets, the former to cost an estimated $25 more than comparable models of the VHF-only variety.

● Concern by Chairman Coy how RCA's proposal also to sell $50 UHF "converters" for existing VHF sets differed from its oppo-

(Continued on page 74)

FOOTBALL POLICY

Eyed by Justice Dept.

SPECULATION that certain allegedly restrictive practices by professional football clubs involving sale of territorial radio-TV rights has caught the probing eye of the Justice Dept. mounted last week amid scattered complaints by radio stations.

There was an indication—but no official confirmation—that the department's Anti-Trust Division was quietly studying the football picture along the same tact it pursued professional baseball's policies on broadcasting and telecasting [BROADCASTING, Oct. 31, 1949].

Justice Dept. officials, of course, declined comment but indicated they had received complaints which would provide the basis for an investigation similar to that of organized baseball which culminated in elimination of certain "causes and complaints" by broadcasters.

Under that ruling, major league games now may be broadcast in minor league territory when the local club is not playing at home. During the period it is playing at home, the local club may object to a broadcast or telecast of major league games from a station in its home territory. When the local club telecasts a road game, it also may object to telecast of a major league game by a station in its territory.

Local clubs also were shorn of the power to designate which station or sponsor shall handle the local broadcast or telecast of games of "outside" clubs.

The absence of such regulations governing professional football reportedly has stirred protests in certain broadcast circles the past fortnight. Touching off the complaints, it was understood, was a statement attributed to Bert Bell, commissioner of the National Football League, in an article in the *Sporting News* Nov. 15 issue.

San Francisco Complaint

Mr. Bell said that, as a result of a complaint filed by a San Francisco station, the league had revised its constitution on the sale of radio and TV rights.

"We can no longer rule which areas should be blacked out," the commissioner was quoted as saying, "that comes under the heading of restraining radio and television. Henceforth, it will be matter for the individual clubs to work out. So long as they handle the situation owner-to-owner, they can reserve the right to broadcast on whatever basis they please."

Mr. Bell said the league had decided to take this action following a conference with officials of the FCC, and that a San Francisco station had complained to the Commission. The station, he said, had broadcast a Los Angeles-New York Yank game at the same time the San Francisco 49ers were playing at home. The broadcast, Mr. Bell quoted the club as saying, violated its territorial rights.

FCC denied any knowledge late Wednesday of any such meeting between Mr. Bell and its officials, or of his statement that football broadcasts or telecasts by professional league clubs cannot be barred from markets with NFL franchises. One FCC official pointed out, however, that Mr. Bell may have been guided by prevalent policy governing organized baseball as expressed by some FCC spokesmen.

The issue arose on another front last week. It was learned that WOL Washington had cancelled its plans for broadcast of the Detroit Lions-New York Yanks Thanksgiving Day contest because of territorial rights claimed by the Washington Redskins team. WOL was restrained from carrying the game under a ruling which, prior to Mr. Bell's announcement, prohibits broadcast or telecast of any other NFL club by a station in Washington territory at any time.

WOL Position

WOL's position, as outlined by Station Manager Ed Parsons, is that restrictions governing rights to professional football games should be eliminated to place that sport's policies on a level with that of organized baseball.

Mr. Parsons quoted George Marshall, Redskins owner, as explaining that the club had merely abided its territorial rights and had sold exclusive rights to the American Oil Co. for all Redskin games, with a restraining clause barring broadcasts or telecasts of other games at any time.

Neither legal counsel for Mr. Marshall nor representatives of the Joseph Katz Inc., Baltimore, which handles American Oil account, could be reached for comment late Wednesday.

Under an agreement evolved by Redskin management this season, only "road" telecasts of Redskin games are aired over WMAL-TV Washington. Home telecasts are not permitted, though film excerpts are used and broadcast of all Washington football games are allowed.

The "rub," according to Mr. Parsons, lies in the fact that the Redskins management is in a position to outlaw broadcasts or telecasts of all other NFL games not involving the Washington team at any time on the grounds of exclusive territorial rights it has sold to advertisers.

Commissioner Bell's announcement, it was felt, would serve to place the burden on individual club owners who negotiate the contracts with sponsors. Whether that would tend to minimize the anti-trust implications was a matter of speculation.

PAUL PATTERSON

WMAR-TV President Resigns

RESIGNATION of Paul Patterson as president of The A. S. Abell Co., publisher of the Baltimore *Sunpapers* and owner of WMAR-TV Baltimore, was announced last week by Harry C. Black, board chairman.

Accepting the resignation with regret, the board simultaneously disclosed that William F. Schmick Sr., at present executive vice president, had been chosen to succeed Mr. Patterson as president when he leaves Jan. 31, 1951.

Mr. Patterson, 72, has been engaged in active newspaper work for over 50 years. He joined the *Evening Sun* in 1911 as managing editor. On Nov. 11, 1919, he was elected president of the company. It was during the latter part of his successful tenure as president that he fostered the development of WMAR-TV as well as the planning and erection of the new *Sunpapers* plant.

Mr. Patterson

Mr. Schmick

Mr. Patterson is to continue as a member of the board of directors.

The board, in naming Mr. Schmick as successor, cited his distinguished success in the direction of the business management of the *Sunpapers*.

MAHLER TO CBS

As Color TV Consultant

RICHARD J. MAHLER, former buyer in charge of radio and television development for Sears, Roebuck & Co., has been hired by CBS as industrial consultant to handle liaison between the network and organizations seeking information about color TV manufacturing and servicing.

Mr. Mahler, a graduate of Massachusetts Institute of Technology, is a member of the Institute of Radio Engineers, the American Institute of Electrical Engineers and the Society of Motion Picture and Television Engineers.

He joined Sears, Roebuck as a development and consulting engineer in 1944 after nearly 20 years in the electrical engineering field, and has since served in several executive capacities.

In announcing Mr. Mahler's new appointment, CBS said it had received "hundreds" of requests from manufacturers and service organizations seeking information on color TV receiving equipment. In the future all such requests will be handled by Mr. Mahler.

VIDEO'S GROWTH

Jolliffe Speaks in Canada

A LIMIT would be placed on the future growth and improvement of color television by the system recently approved by the FCC, Dr. C. B. Jolliffe, executive vice president of RCA, told a capacity audience of the Royal Canadian Institute at Toronto, Nov. 18. With Canada just starting TV, Dr. Jolliffe said "it is my hope that in the development of television in this country, your regulatory and operating organizations will accept the philosophy which provides potentials for future growth in television, whether in black-and-white or color."

Dr. Jolliffe spoke in Convocation Hall of the U. of Toronto. He explained the various color systems developed in the United States and demonstrated the all-electronic RCA system. He gave Canadians a detailed look into the problems of color television as well as the use of TV for industrial, research, educational and medical purposes.

SNADER FILMS

Kaufman Gets Rights

IN a million dollar deal, Louis J. Snader, president, Snader Telescriptions Corp., Beverly Hills, Calif., has negotiated contract with Reuben R. Kaufman & Assoc., Inc. advertising agency, Chicago, giving agency exclusive representation for Snader Telescriptions in 10 Eastern cities. Contract was signed last week in Chicago by Mr. Snader and Reuben R. Kaufman, president of agency.

Cities to be represented by agency are New York, Chicago, Detroit, St. Louis, Minneapolis, Milwaukee, Philadelphia, Washington, D. C., Boston, Norfolk, Va. Films will probably be made available to one station exclusively in each city.

According to contract terms agency will pay Snader minimum of $1,000,000, $50,000 of which was paid at time of contract signing and remainder to be paid Dec. 1, for rental of 960 telescriptions over period of year.

At present time 177 films, each three to three and one-half minutes, have been completed. Remainder will be filmed at rate of 20 per week, with possibility of half being shot in Hollywood, half in New York. Estimated total cost of the 960 films is $1,400,000.

Snader plans after Dec. 1 to make films available to other parts of the country, either through representation as in Kaufman negotiations or through direct sales.

Gives Credit to TV

SEN.-ELECT John Marshall Butler of Maryland paid high praise to television as an influential medium during political elections when he appeared on CBS' version of *Capitol Cloakroom*. He told CBS Reporters Griffing Bancroft, Walter Cronkite and Bill Downs he felt TV was the "primary factor" in winning his Senatorial race against Sen. Millard Tydings in Maryland, because it put him "across with the people."

SET ADS CHANGE THEME

FTC Probes

AMERICAN Television Dealers & Manufacturers, whose contributors comprise more than a score of top television set makers including RCA Victor and DuMont, last week switched the theme of its current advertising campaign after its initial newspaper ads and radio commercials aroused widespread criticism.

In Washington the Federal Trade Commission announced Wednesday that it has launched a probe of the controversial "child appeal" advertising designed to promote the sale of television sets. Numerous complaints from parents and educators prompted the inquiry, the commission said.

In letters to Ruthrauff & Ryan which handles the campaign, and to 22 manufacturers of TV sets, FTC's Radio and Periodical Advertising Division said it is "considering the certain recent advertising of television sets in order to determine the truth or falsity of statements and representations. . . ." The inquiry covers advertisements disseminated the past three months, it was stated.

The first campaign theme featured a statement by Dr. Angelo Patri, writer of a syndicated column on child care, to the effect that television sets should be bought to keep children from feeling inferior.

Criticism of the theme from both the public and elements in advertising prompted a statement from Travis Wells, advertising manager of the American Television Dealers & Manufacturers. Mr. Wells said:

"Since its start less than 10 days ago, the television set selling campaign of the American Television Dealers & Manufacturers has become one of the most widely discussed campaigns of the last 25 years.

"A few of the educators and authorities quoted in this campaign were strong in their convictions that TV was a virtual necessity to children's morale and social standings. However, the majority of the authorities contributing their views on the subject expressed only the positive side: i.e., the advantages of television and its beneficial effects on the family life.

Campaign Changed

"It was originally planned to start this positive facet of the campaign about the third or fourth advertisement. However, the impact of the first advertisement was so powerful and the reaction so vigorous and strong, that the advertising committee and Ruthrauff & Ryan decided to advance the release date on this positive advertising and consequently the second advertisement appearing in all newspapers carries this theme, as will all radio spots."

The "positive" theme to which the group switched featured a testimonial by Mrs. Eleanor Roosevelt, which, to say the least, was more temperate than Dr. Patri's. Mrs. Roosevelt was quoted as saying that television "offers a magnificent opportunity to increase the education which we make available to the children of today." She added, however, that parental supervision should be exercised over children watching TV." It is a parent's duty to see to it that the children get the best in books and the best in television entertainment and education," she was quoted.

The dealers and manufacturers' $2 million campaign also has used radio spots featuring a song by Mindy Carson, "I Want a Television Christmas." No protests have been reported as to that.

Federal Trade Commission, in its letter to manufacturers, requested them to furnish specimens of all broadcast and published advertising matter "placed through or handled by the advertising agency . . . for which you were in any way responsible through payment of all or any part of the cost, and which was disseminated during the past three months in promoting sales of television sets."

Ruthrauff & Ryan was asked to supply the names and addresses of all manufacturers and distributors of TV receivers who participated in dissemination of the advertisements. The agency was not identified by name, nor were any manufacturers, in FTC announcement.

Manufacturers contributing to the joint campaign reportedly include RCA Victor, Allen B. DuMont Labs, Motorola Inc., Admiral Corp., General Electric Co., Zenith Radio Corp., Emerson Radio & Phonograph Corp., Westinghouse Electric Corp., Stromberg-Carlson Co., Belmont Radio Corp., Capehart-Farnsworth Corp., Pilot Radio Corp., Hallicrafters Co., Scott Radio Labs, Magnavox Co., John Meck Industries, Philco Corp., Fada Radio, Sylvania Electric Products, and others.

A spokesman for RCA said his company had protested the controversial first advertisement before its publication, but was outvoted by other participants in the campaign. He added that RCA approved the second advertisement, which took a "positive" approach.

S. J. Schwinn, chairman of the executive committee of Ruthrauff & Ryan, described the FTC's investigation as "rather a routine thing," and denied there had been any misrepresentation that would justify FTC concern.

PEOPLES DRUG

Signs $10,000-Month Pact

PEOPLES DRUG STORES of Washington became the biggest radio-television sponsor in that metropolitan market with the purchase last week of a $10,000-a-month television package on WNBW (TV) Washington.

Six weeks ago the 70-store chain bought a $100,000-package of 24 news broadcasts a day on WWDC Washington [BROADCASTING, Sept. 25]. Both contracts were handled by the William D. Murdock Advertising Agency.

The new television show will be from 1-2 p.m. Monday through Friday and will be telecast for the first time Dec. 4. The program will use first run feature film with live demonstration commercials.

Announcement of the new contract was made by C. R. Sanders, advertising director of Peoples; William R. McAndrew, WNBW general manager, and Mr. Murdock.

It has been indicated the drug firm will further expand its radio and television advertising in the Washington area and schedules have been considered for Richmond and Akron where retail outlets are operated [CLOSED CIRCUIT, Sept. 25]. In addition to the news broadcasts and the newly signed television contract, Peoples will continue its Washington tie-in with the *Cavalcade of Stars* on the DuMont TV Network.

NBC-TV RATES UP

Reported 32% Hike Jan. 1

NETWORK television rate increase, effective next Jan. 1, was announced officially last week by NBC-TV [BROADCASTING, Nov. 6].

The new rates will boost the price of an evening half hour to $21,780 from the present $16,000 established in the rate card adopted last July.

George H. Frey, NBC director of television network sales, said the new rates were justified by the growth in television circulation. By next Jan. 1 TV set distribution will have increased 12 times over that of Jan. 1, 1949, he said. In the same period the cost-per-thousand TV homes on NBC-TV will have declined from $8.13 to $3.46.

Mr. Frey said that advertisers under contract before next Jan. 1 would receive six months rate protection.

The NBC-TV network rate increase amounts to a 32.5% boost over rates currently in force, it was said.

Rates quote for the evening half-hour as well as for all other periods in the new rate cards, which are about to be distributed, cover a full network of 63 stations, 47 of them interconnected.

The same number of stations are involved in the present rate card, which was adopted last July 1.

The increases in the network rates mean proportionate increases in the per-period network revenue to stations.

Starting to formulate plans for the television study under the grant given by Crosley are Mr. Clarke (l) and Dr. McCoy of Xavier U.

* * *

HOMEWORK STUDY

Crosley Backs TV Survey

TELEVISION'S effect on children's homework will be the subject of a study to be made under a $2,500 grant to Xavier U. by Crosley Broadcasting Corp.

James D. Shouse, Crosley Corp. board chairman, announced the grant last Tuesday, observing that "a medium purported to have such an adverse impact on children as has been ascribed to televison, suggests that TV may be also an inherent constructive force." Mr. Shouse said the purpose of the grant was "to determine, through study rather than accusations, how television affects a student's work."

The relation of parental control of TV viewing to the homework problem also will be considered by Xavier's Walter J. Clarke, assistant professor of education in the graduate division. Mr. Clarke will be working under an advisory committee headed by Dr. Raymond McCoy, director of the graduate division at Xavier.

Mr. Shouse expressed hope that "a clearer picture will be available on the controversial subject of television's effect on young people when it is used as an award for application to studies, with parents assuming their role of responsibility to the guidance of the children's viewing habits, based on actual statistics and study of the problem."

This is the second fund to be established by Crosley Corp. for the study of the relationship between television and education. A $2,500 fellowship was awarded to the U. of Cincinnati in February 1949 for the study of how television could best be used as a supplementary aid to classroom training.

KEYL To ABC-TV

KEYL (TV) San Antonio becomes the exclusive ABC-TV outlet in that city effective Dec. 11, bringing total number of ABC affiliates to 63. Station, owned and operated by San Antonio Television Co., operates on Channel 5. It also is a DuMont affiliate.

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . . there are

95,000

Sets in use in WFBM-TV's coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

WFBM-TV

Channel 6

"First in Indiana"

telestatus

NARND Surveys News Coverage

(Report 139)

TELEVISION news has progressed little, if any, during the past year. This is the concensus of the television committee of the National Assn. of Radio News Directors, which submitted results of a survey conducted among 61 video stations to the membership at the fifth annual convention in Chicago Nov. 16-18 (see separate convention story page 25).

Byron Heads Committee

Chairman James A. Byron, news director at WBAP-TV Fort Worth, and his committee, Jack E. Krueger of WTMJ Milwaukee and Jack Knell of WBTV (TV) Charlotte, learned that 83% of the stations returning the mailed questionnaire (60% of 105 mailings) plan additional news coverage in the future. The greatest immediate need in television news is a more economical processing method for film, followed by a faster means of developing and transmitting film and, finally, increased know-how, the report noted. A "common complaint" was that too much of the video news is written to follow pictures, rather than pictures shown as illustrations for the news.

Stations without exception, want more local and regional news, the committee reported. The study is an outgrowth of TV committee recommendations made to the NARND board last spring. The three-man group suggested at that time: (1) establishment of an "authentic" working list of TV news directors; (2) cataloging types of news shows carried on TV and detailing of news shows with the "greatest viewer interest"; (3) concern with all phases of TV news, with concentration on presentation of news "cheaply, simply and effectively"; and (4) preparation and distribution to all operating TV stations a questionnaire, "with the information so obtained to be used as a basis for future operations of the committee."

Although "the one big fact evident" in the returns was that television news has not progressed much in the past year, the survey also showed an "apparent reluctance to experiment with either new or old ideas."

Of those stations sending replies, 7% have no news department of any kind; 10% have a news director as a one-man department; 7% have no news director, but do have one or more employes assigned at least part-time to news; 30% have no news writers, but those with writers employ an average of three.

Fifty-one per cent hire no news film cameramen, but among those which do the average is 2½ men working at least part-time in news. Forty per cent of the stations have no film editors, with the average 1¾ men with those that do. No other news personnel was reported by 72%, with the overall average 5⅓ men assigned to stations with a news operation.

Fifty-four of the 61 stations replying were combined AM-TV or FM-TV operations, of which 23 or 43%, used the same staff to produce news on both. Fifty-seven percent employ separate staffs for the TV operations, the report showed.

National newsreels "of some description" are used by 72% of the stations, but 42% of those carried are network originations. Number of these reels used weekly ranges from 1 to 25, with 5 as the most popular number.

Local News Coverage

Less than half of the stations answering the questionnaire, 44%, use local newsreels. Number used weekly ranges from 1 to 41, with 5 again the "most popular." The committee pointed out, however, that some shows classed by the stations as local newsreels are actually only local news shows with film clips. Local reels are run to as much as 30 minutes, but five-minute shows or less are preferred by most of the stations. Ten and 15-minute features are chosen next. Seventy-two percent of the local reels are comprised of silent film with narration and music supplied separately. Eighty per cent of the local reels are produced by the stations.

Still pictures are telecast from 1 to 40 times weekly by 60% of the stations, with 5 weekly the most preferred. About a half of the respondents, 48%, use charts on a "when-needed" basis.

Only 30% of the stations have

(Continued on page 80)

Weekly Television Summary—November 27, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets	City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	5,000	Louisville	WAVE-TV, WHAS-TV	60,250
Ames	WOI-TV	24,487	Memphis	WMCT	60,176
Atlanta	WAGA-TV, WSB-TV	67,800	Miami	WTVJ	40,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	240,476	Milwaukee	WTMJ-TV	176,989
Binghamton	WNBF-TV	27,154	Minn.-St. Paul	KSTP-TV, WTCN-TV	163,400
Birmingham	WAFM-TV, WBRC-TV	27,500	Nashville	WSM-TV	12,600
Bloomington	WTTV	11,000	New Haven	WNHC-TV	109,700
Boston	WBZ-TV, WNAC-TV	580,245	New Orleans	WDSU-TV	41,053
Buffalo	WBEN-TV	149,331	New York	WABD, WCBS-TV, WJZ-TV, WNBT	
Charlotte	WBTV	39,724		WOR-TV, WPIX	1,720,000
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	679,417	Newark	WATV	Inc. in N. Y. Estimate
Cincinnati	WCPO-TV, WKRC-TV, WLWT	196,000	Norfolk	WTAR-TV	39,960
Cleveland	WEWS, WNBK, WXEL	349,319	Oklahoma City	WKY-TV	54,633
Columbus	WBNS-TV, WLWC, WTVN	104,000	Omaha	KMTV, WOW-TV	47,467
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	82,544	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	695,000
Davenport	WOC-TV	27,962	Phoenix	KPHO-TV	17,400
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline		Pittsburgh	WDTV	160,000
Dayton	WHIO-TV, WLWD	106,000	Portland, Ore.	....	975
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	355,504	Providence	WJAR-TV	95,560
Erie	WICU	41,350	Richmond	WTVR	47,262
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	82,544	Rochester	WHAM-TV	56,295
Grand Rapids	WLAV-TV	65,400	Rock Island	WHBF-TV	27,962
Greensboro	WFMY-TV	30,508	Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Houston	KPRC-TV	51,112	Salt Lake City	KDYL-TV, KSL-TV	31,508
Huntington-Charleston	WSAZ-TV	29,000	San Antonio	KEYL, WOAI-TV	33,187
Indianapolis	WFBM-TV	95,000	San Diego	KFMB-TV	58,000
Jacksonville	WMBR-TV	20,000	San Francisco	KGO-TV, KPIX, KRON-TV	114,600
Johnstown	WJAC-TV	45,025	Schenectady	WRGB	116,100
Kalamazoo-Battle Creek	WKZO-TV	45,570	Albany-Troy		58,100
Kansas City	WDAF-TV	73,565	Seattle	KING-TV	206,500
Lancaster*	WGAL-TV	68,474	St. Louis	KSD-TV	80,923
Lansing	WJIM-TV	32,500	Syracuse	WHEN, WSYR-TV	57,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	796,865	Toledo	WSPD-TV	48,150
			Tulsa	KOTV	27,900
			Utica-Rome	WKTV	188,585
			Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	50,865
			Wilmington	WDEL-TV	

* Lancaster and contiguous areas. Total Markets on Air 63 Stations on Air 107 Sets in Use 9,130,067

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

XUM

WMAR
THE SUNPAPERS STATIONS
THE A. S. ABELL COMPANY
BALTIMORE 3, MARYLAND

In The Public Interest . .

THE SUN, BALTIMORE, TUESDAY MORNING, NOVEMBER 14, 1950

600 Dentists And Students Watch Televised Operations

The first telecast of actual dental operations ever viewed by a dental society was transmitted from an operating room at the University of Maryland School of Dentistry last night.

Three operations, each about one-half hour long, were televised by WMAR-TV, the *Sunpapers* station.

More than 450 members of the Baltimore City Dental Society and associates from other parts of Maryland watched on eight television receivers in the Osler Hall of the Medical and Chirurgical Faculty Building, 1211 Cathedral street.

150 Students Also Watch

In addition, 150 students watched on receivers in the dental school at Lombard and Greene streets.

Dr. Brice M. Dorsey, professor of oral surgery at the school—the oldest dental school in the world—called the detail shown on the screens "overwhelming."

The ridges on his finger nails were clearly visible during the first operation in which Dr. Dorsey extracted six teeth.

When a diamond grinding disk was used in another operation by Dr. Ernest B. Nuttall, professor of fixed partial prosthesis, the "tooth dust" flying off the disk looked like snow on the receivers.

Two Cameras Used

The closed circuit television experiment, telecast by a six-man WMAR-TV crew using standard equipment, had been preceded only by a "run through" with the dentists participating.

Two television cameras were used—one for extreme closeups and the other for full-view shots as the dentists showed the instruments they would use in performing their operations.

The dentists watched a monitor screen as they worked on the patients and during the course of the telecast found that the image of the back of a tooth reflected in a dental mirror could be seen on the television receivers.

Fitting Of Dentures

The first operation, by Dr. Dorsey and Dr. Grayson W. Gaver, professor of prosthetics, showed the best method for the immediate insertion of dentures after teeth have been removed.

Dr. Dorsey began by demonstrating, using a skull and a wall diagram of the nerves to be reached, the places where the local anesthetic would be injected by needle.

The television camera followed the actual injections, the removal of the six teeth, the suturing and the fitting in of the dentures by Dr. Gaver.

Dr. Nuttall's operation was the preparation of a tooth for a three-fourths cap to support a false tooth next to it.

"Air-Abrasive" Drill

The operation, which Dr. Harold Golton, president of the society, said called for "an engineer and a sculptor as well as a dentist," was designed to show how the skilled dentist could avoid having any metal or attachments show in the mouth of the patient.

Dr. Kenneth V. Randolph, professor of operative dentistry, was televised using the experimental "air-abrasive" drill which may replace the dentist's bur-drill now used in filling teeth.

He emphasized that the air-abrasive drill was still being tested and the dentists in Osler Hall made clear in their comments that they felt the word "experimental" summed it up.

Throughout the telecast, questions of viewers were relayed by phone to the operating room and were answered by the dentists as they worked on their patients.

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV

CHANNEL 2

REPRESENTED BY THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

UHF Conflict

(Continued from page 69)

sition to converters for CBS color.

● Occasional other references by Chairman Coy to the industry's color position in relation to UHF proposals and technical problems such as a standardized IF in receivers.

● Specific inquiry by Chairman Coy of RCA-NBC witnesses whether they testified "facetiously" at any point in view of the affidavit by RCA's Dr. G. H. Brown in the color court case that an earlier reference by him to the Chapin adapter had been a "facetious remark" (see story page 69). Both RCA-NBC witnesses stated they had not testified in such a manner.

● Specific inquiry by Chairman Coy of RCA's vice president and general attorney, Joseph V. Heffernan, whether he questioned the qualifications or propriety of any FCC witnesses in the current proceeding. Mr. Heffernan replied: "I know of no basis now, Mr. Chairman, to question that."

● Report by Zenith on its study of the Bridgeport UHF test which concluded UHF broadcasting with present standards "is entirely feasible and works well with standard equipment."

● Discussion by Chairman Coy with Zenith witness involving assumption retiring VHF by "1960 or 1955" to provide national competitive service solely in UHF.

Lodge Heard

Monday's session opened with cross examination of William B. Lodge, vice president in charge of general engineering for CBS, who earlier testified CBS' pioneer experience showed UHF can render "a real public service" [TELECASTING, Oct. 30]. He said new data substantiates CBS' predictions during 1946-47 hearings.

To questioning, Mr. Lodge stated he thought station owners will think long before building a UHF station to compete with a VHF outlet and recommended against intermixing of VHF and UHF channels in the same area.

Harry Plotkin, FCC counsel, referring to CBS' 1946 UHF color proposal was curious as to who was going to build stations in the UHF at that time. Mr. Lodge explained VHF was not very far along then, stating "time is the only difference."

Asked by Mr. Plotkin how RCA's Bridgeport data compares with studies of UHF elsewhere, Mr. Lodge said the findings are consistent if the same interpretation is used. The difference in results, he said, is due to use of different definitions and reference values.

Raymond F. Guy, NBC manager of radio and allocation engineering, although suffering from a flu attack, appeared for extensive examination on his Bridgeport report. He said when he originally presented the portion of the report now disputed "I pointed out that what I did was explained quite carefully in order that there would be no misinterpretation of the results."

[Editor's Note: The Oct. 30 BROADCASTING reproduced three of the disputed figures, in which RCA-NBC compared a composite of practical UHF reception with theoretical calculations as to what service should be at 600 mc for service Grades A, B and C.]

Mr. Guy indicated in the first figure the Grade A service radius would extend to eight miles (instead of the depicted 1½ miles) had he used the Commission's proposed local field intensity value of 65 db above 1 microvolt per meter held necessary to produce a satisfactory picture.

Rather, he said, "I used 80 db, as I explained. There can be no misunderstanding of that."

Technical Explanation

Entering a lengthy, highly technical discussion with Mr. Allen, chief of FCC's Technical Research Division, on the basis for his choice of the stricter value, Mr. Guy indicated the higher value is necessary to assure development of fullest picture potentials in the long run.

Mr. Guy explained in setting up long term standards for television "we have two sources of noise at present" which degrade the received picture. "One is the picture tube in the studio," he said. "the other one is the noise that is produced in the receiver, the unavoidable noise."

Because of the improvements in studio picture tubes which are continuing, Mr. Guy felt this noise source finally "will cease to be a factor and we will then be left with the receiver noise." He felt receiver noise should be at least 45 db "because the tubes themselves will produce something better than that . . . and therefore if you want a noise-free picture you have to provide noise-free protection against the receiver noise."

"You realize, Mr. Guy, this is going to add 15 db to all our required field intensities, including VHF?" Mr. Allen asked.

"Yes, I do," was the reply.

"You are recommending that?" Mr. Allen queried.

"I am," Mr. Guy stated.

Mr. Allen wanted to know if it were his recommendation in order to get Grade C service out to the distant ranges FCC indicated in its July 11, 1949 revised allocation proposal, that the Commission authorize stations to increase power by 15 db "across the board?"

"That doesn't necessarily follow," Mr. Guy explained, adding, "what it might mean is that you would change your conception of what the Grade A service distance was."

If requirements for Grade C service were upped 15 db, that would correspond to the field intensity "required for our present Grade A service," Mr. Allen said, asking, "Isn't there a 15 db difference between the two?"

"It is in that order of magnitude," Mr. Guy said.

"In effect," Mr. Allen observed, "you would change your Grade C contour back to where we now have a Grade A contour, the same figures would apply approximately?"

"That is right," Mr. Guy responded, noting establishment of service grades is a very complex matter. Mr. Allen agreed it is difficult to find some method of analysis upon which everyone agrees.

Mr. Guy commented, "Your proposal contemplates that the grade of service remain the same but the percentage of people getting it changes with distance. That is a different concept somewhat from our other types of standards. I am not sure which is the best. I am just pointing out my thoughts and recommendations."

Mr. Plotkin entered a lengthy examination of the three figures comparing the Grades A, B and C of service and noted that while the 80 db value had been used in computing the inner circle representing actual results, the comparative change in value had not been applied in computing the two outer theory circles, which if applied, would have reduced their size.

Chairman Coy questioned how the new value might affect allocation.

Mr. Guy answered he was "not sure it enters into allocation . . . beyond stating that service will be provided to a certain distance of Grade A or B. It does not have anything to do with some other factors of allocation, I believe. This is strictly a primary service standard of the highest type."

Upon summation, Mr. Plotkin moved the three figures plus several other related charts be stricken because they "are so misleading."

Mr. Heffernan offered to submit new exhibits "upon the basis which Mr. Guy has explained here this morning . . . but I think his explanation is a reasonable one."

"I think it is perfectly clear that he has used two different standards here for comparison, if that is what you mean by his explanation being clear," Chairman Coy observed. He said if they were to stand solely on the basis of Mr. Guy's explanation he would sustain the motion to strike, but would entertain "a request from counsel before so ruling, that you can submit corrections of these figures to bring them on a comparable basis."

Would Supply Data

RCA-NBC indicated it would do this.

Paul F. Godley, radio-TV consulting engineer representing Easton (Pa.) Pub. Co. and the Lehigh Valley Television Inc. of Allentown, Pa., was questioned briefly on his proposal that FCC's allocation plan be flexible and to allow use of directional antennas to improve service [TELECASTING, Nov. 6].

He was followed by Bernard C. O'Brien, chief engineer of WHEC Rochester, N. Y., who submitted final drafting of his proposal to adhere to the Commission's initial allocation revision of May 1948 in which co-channel separation of 150 miles is specified [TELECASTING, Nov. 6]. His new material included detailed tables and maps on his proposed VHF allocation for the eastern U. S. which he claimed better meets FCC's priorities.

Chairman Coy, complimenting Mr. O'Brien for his original work in his allocation proceeding debut, questioned him on VHF-UHF policy matters in view of the need to provide a national, competitive system. The O'Brien proposal was seen as pretty much a two-service VHF plan.

Mr. Coy asked the witness if he had given any thought to the building of national competive facilities "all in the UHF, by providing for a period of time to amortize the VHF stations and permit the present VHF operators to have a UHF assignment so that there would be a period in the future in 1960 or 1955 when you would have your competitive service in the UHF where you have the channels to do the job . . . ."

Mr. O'Brien said he hadn't thought much about retiring the VHF channels "on a certain date" since "that is just outside my experience as an engineer."

Chairman Coy said he asked the question since the VHF plan of the witness would provide less coverage "than you could get out of the UHF, and I think there are certain engineering concepts involved in it further."

The chairman explained the VHF is split in three sections with the UHF band still another. But "receiver design and construction" problems would be simplified "with all the service eventually in the UHF."

"If we had to start from scratch it possibly would be certainly something to consider to restrict television to UHF," Mr. O'Brien said, adding, "the major part of the problem right now seems to be the investment which has already been made on the part of the public and the broadcasters in VHF. I just don't see how to get around it."

Chairman Coy continued:

Of course, you are aware of the fact that there has been a certain amount of notice that the VHF was inadequate for a nation-wide competitive service, and that the future home might well be in the UHF, which was written into the 1945 allocation report of the Commission. The fact [is] that any study that we now make shows that the 12 channels will not make a nation-wide competitive service any way we try to cut it . . . nor would it be better to patchwork it by intermixing, as is implicit in your plan here, or to work it out on the basis where there will be a competitive situation in the UHF that would be comparable to all broadcasters alike, and where you have plenty of channels to build up such a nation-wide service. Or the third alternative would be to go along the lines of the Allen DuMont proposal here, for wide area coverage with the VHF channels, have intermixing only to a minimum, and move or change some VHF assignments to UHF in order to get the maximum white area coverage out of the VHF assignments.

"Assuming that we were to add additional VHF stations between 216 and 300 mc and they were available for allocation," Chairman Coy said, "would there be any difference whatsover from the economic standpoint as to the use of those additional VHF stations as against the UHF stations from 470 to 890 mc?"

"No difference whatever," Mr. O'Brien replied.

Noting no VHF sets presently tune above 216 mc, Chairman Coy commented, "But you have heard a lot of conversation about adding additional VHF channels and from the economic standpoint it is identical with adding the UHF channels. . . . I think it is a very good point to have made to all these

people who yell about if we just had more VHF."

John F. Bell, Zenith Radio Corp. engineer and also RTMA's witness on IF and other problems, urged FCC to allow industry to standardize the IF for allocation purposes but Chairman Coy was concerned about controlling radiation which harms reception elsewhere and what happens to sets already sold which are offending. Mr. Bell said nothing could be done about sets already sold but competition would force manufacturers to correct new models.

"You believe in that case there would be very little concern about the product that had already sold?" Chairman Coy asked.

"That is true. It is difficult to do anything about it," Mr. Bell replied.

"Wouldn't be characteristic of the position they now have in the color situation, would it?" the chairman queried.

"Well, I wouldn't care to comment on the color situation," the witness said.

"It is my comment upon the principle that you have enunciated," the chairman replied. "Depends upon whose ox is being gored."

To further comment by Chairman Coy on the color situation as it relates to RTMA's plan for a voluntary IF standard of 41.25 mc, RTMA Counsel Edward Wheeler stated:

I am not asking you to lean upon that for a precedent, because that would not be a precedent, even if it were true, because there has been no agreement on the part of the Standards Committee of RTMA as to color television one way or the other. But I think if the history of the work of the Standards Committee were reviewed, it would demonstrate pretty clearly that once the standard is recommended by RTMA in this engineering field, it is universally adopted, not only by members but by non-members as well.

Testifying for Zenith on its Bridgeport work, Mr. Bell said his firm concluded from the tests "that UHF broadcasting, using present standards, is entirely feasible and works well with standard equipment."

Zenith used its standard receivers in Bridgeport homes but installed UHF channel strips as previously allowed for in the set manufacture. Home owner reaction for the most part was "highly favorable" he said. Asked to comment on Mr. Guy's report for RCA-NBC he said:

Our tests were necessarily much more limited than the ones that were reported by Mr. Guy, and the nature of the UHF transmission, which is well known to all of us, is such that when you impose a 90% factor it becomes quite severe, and I think that, in the main, accounts for the very small effective radius that was indicated in Mr. Guy's report.

That is going to mean that when UHF transmitters are located, much thought is going to have to be given to the proper location of the site and getting maximum antenna height and so forth, and there is a possibility of having to duplicate channels to cover areas that cannot be covered otherwise, things of that sort.

There are problems there and we recognize that. In spite of that we feel that the UHF will render a useful service.

To query by Mr. Plotkin, Mr. Bell thought FCC's signal value to overcome noise is sufficient to give a "very acceptable picture." To change it upward as Mr. Guy did "is a matter of individual opinion," he said.

For allocation purposes FCC's value was considered good also by Ralph Harmon, Westinghouse engineering executive, who presented further cost data on Stratovision. He estimated $27 as the hourly cost of operating a ground TV station, including amortization of plan. A four-hour per day, four-day weekly Stratovision operation, with standby plane and crew, would cost $800 per hour, he said, but much greater areas would be served. Walter Evans, Westinghouse Radio Stations president, at the time great detail was given FCC on Stratovision and the UHF [TELECASTING, Nov. 13], had testified he would recommend to his board that $5,000,000 would be needed to commence Stratovision operation.

George L. Beers, assistant director of engineering for the RCA Victor Division, presented the cost and time data on UHF equipment. In substance he reported:

RCA presently can supply 500 w and 5 kw transmitters for Channels 2 through 13. A 20 kw amplifier for the 5 kw transmitter is being developed and is expected to be available in late 1951. RCA is producing "super turnstile" antennas capable of providing power gains of five to seven depending on channel. By end of 1951 antennas providing power gain in order of 12 for Channels 7 to 13 are expected to be available.

List price for 5 kw transmitter for Channels 2 to 6 is $83,500; Channels 7 to 13, $88,500. VHF antennas vary $12,000 to 27,500 depending on gain and channel. New high gain antennas to cost $40,000. The 20 kw amplifier will be $65,000. Preliminary estimate on UHF transmitter like that in Bridgeport (1 kw r-f. 14 kw ERP) is $132,000, including antenna.

Development work on new UHF transmitter has progressed to point where over 5 kw power has been developed in dummy load at 530 mc. This obtained with single experimental tube, contrasted to multiple tube arrangement in Bridgeport plant. In 18 to 24 months 5 kw UHF transmitter is expected to be available for commercial TV. With 20 to 1 gain antenna also expected to be ready then, total costs would be $225,000.

Asked about delivery date on 1 kw UHF transmitter, Mr. Beers said normal production cycle would be involved, nine months to one year. Chairman Coy was curious about UHF's "incompatibility" with VHF sets and analogy to color. Mr. Beers indicated in color case set owner was deprived of existing service under CBS system but would get new service through UHF without losing VHF program.

DuMont's counsel, Thad H. Brown Jr., and FCC's Counsel Plotkin noted RCA earlier had made no indication it would submit the new data but would not object to its introduction at the late date since FCC wanted all information it could get. Mr. Brown noted RCA has never made any FM-only receivers and its AM-only sets have outsold its AM-FM combinations even in big cities.

Mr. Heffernan noted his witness made a statement it is RCA's policy to "market anything the customer will buy" and the RCA counsel commented "that is subject of course, to preserving the reputation of the dog—the dog mark, I should say."

"If I did make that statement, I certainly would want to qualify it," Mr. Beers replied, "that the statement must be qualified to the extent of ending up with a satisfied customer."

"On that particular point I assume you are referring here to the question of color," Chairman Coy interposed, "that you wouldn't manufacture color on the field sequential standards adopted by the Commission because you think that would affect your reputation adversely."

"Frankly, I didn't have color in mind," the witness replied, indicating he actually had the 45 rpm record in mind. Asked if RCA was developing color equipment for FCC's new standards, Mr. Beers indicated this was out of his field.

"Do you think that if you did do such developmental work and put it on the market, it would affect the reputation of the dog adversely?" the chairman asked.

"That gets out of my sphere again," the witness replied, "that is in the commercial."

FCC's Mr. Allen concluded the session, extended overtime Tuesday, by presenting new data on 63 mc service radii.

FILM SYNDICATE

Planned by TV Group

A THREE-MAN committee was named by representatives of 12 major television stations Monday to take steps necessary to form a television film production syndicate which will make available to the group network calibre programs for national and local spot sale.

At a meeting in the Ambassador East Hotel, Chicago, Ben Larson of WPIX (TV) New York, P. A. Sugg of WKY-TV Oklahoma City, and Robert D. Swezey, WDSU-TV New Orleans, were selected to discuss with Pierson & Ball, Washington attorneys, early incorporation of the proposed syndicate and to look after other organizational details. While most of those in attendance are associated with newspaper-owned stations, it was made clear that the group will not be restricted to such ownership. Ultimate membership will comprise only one station in each market.

Harrison Dunham of KTTV(TV) Los Angeles, acting as spokesman, said the syndicate will include up to 45 stations "before we're through." He said capitalization will be a minimum of $250,000 and that for every dollar a station contributes, on a proportionate basis, 25 cents will be for stock and 75 cents on loan. He introduced a well-known Hollywood producer of low-budget films (name withheld), who is expected to be placed in charge of production in the near future. Films will be comedy, western, dramatic, mystery and science fiction, but the syndicate hopes to buy world rights to other productions as well, Mr. Dunham revealed. It was learned that the group is interested in "March of Time."

The Chicago meeting followed two others at which the film group was proposed.

Still heading KPIX's lineup of public interest programs is "Wanted and Missing Persons," handled by Inspectors Ed Comber and Jack Kane. KPIX's descriptions and photographs of wanted and missing persons have directly aided the police in apprehending numerous criminals and locating missing persons, since the program's inception in January, 1949. The unique telecasts are presented as a public service by the station in close cooperation with the Police Department.

"The Hour of Melody," which now goes into its 10th year on KSFO, is still proving that fine music pays off. Recently, a farmer in the Bay Area, who beds his cows down every evening with music from "The Hour of Melody" wrote sponsor, Morris Plan, that since both he and his cows were benefiting from the music, heard nightly on KSFO, he would open an account with them and put away part of the income derived from the cows.

The TV success story that tops 'em all occurred recently when a local advertiser gave a sales pitch on the "Del Courtney Show" for 4,000 Xmas Trees. No sooner had he finished the commercial, when Paul Verdier of the City of Paris department store, and Courtney's next guest, stepped before the camera and asked to buy all 4,000. Cost to advertiser . . . $35.00.

IN THE AIR: Acme Beer has purchased an additional half hour strip on KPIX, introducing their new Gold Label Beer. . . . the show is a dramatic series featuring classic short stories. . . . latest report on TV set sales in the San Francisco Bay Area is 114,686.

KPIX CHANNEL 5
Represented by The Katz Agency, Inc.

560 KC KSFO
Represented by Wm. G. Rambeau Co.

SAN FRANCISCO

TV FILM & PRODUCTION SERVICES

ALEXANDER FILM CO.
(producers of short-length films since 1919)
5,000 TOP-QUALITY COMMERCIALS
LOW-COST RENTAL SERVICE
COMPLETE PRODUCTION FACILITIES
FOR ANIMATED AND LIVE ACTION COMMERCIALS
WIRE OR WRITE
COLORADO SPRINGS

ATLAS FILM CORPORATION
ESTABLISHED 1913
CREATORS and PRODUCERS
of
TELEVISION COMMERCIALS
1111 SOUTH BOULEVARD
Oak Park, Illinois
CHICAGO: AUSTIN 7-8620

BRAY STUDIOS, INC.
EXTENSIVE LIBRARY OF
FILMS
(INCLUDING CARTOONS)
Available for Television
SEND FOR CATALOG
729 SEVENTH AVE., NEW YORK, 19

Save Time! Low Cost — Save Money! High Powered
FILM COMMERCIALS
"Finest in Film Since 1937"
LABORATORY
FAST 72 HR. SERVICE!
WALNUT 2164
FILM ASSOCIATES, INC.
440 E. Schantz Ave. Dayton 9, Ohio

GRAY—O'REILLY
COMMERCIAL SPOTS
FOR TELEVISION
480 LEXINGTON AVE.
NEW YORK
PLAZA 3-1531

RKO PATHE, INC.
624 MADISON AVE.
NEW YORK, N. Y.
PLAZA 9-3600

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO
HOLLYWOOD

TELEFILM, INC.
COMPLETE FILM PRODUCTION
FOR
TV SPOTS-PROGRAMS
All Production Steps
In One Organization
6039 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIF.
HOLLYWOOD 9-7205

TELESCRIPTIONS
ANIMATED AND LIVE ACTION
FILM SPOTS
20-SECOND AND 1 MINUTE
823 VICTOR BUILDING
WASHINGTON, D. C.
STERLING 4650

VIDEO VARIETIES CORP.
TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS
-FROM SCRIPT TO
FINISHED PRINT
OWNERS AND OPERATORS OF
WEST COAST SOUND STUDIOS
510 W. 57TH STREET, N. Y. C.
WITH EXPERIENCED MANPOWER
AND COMPLETE FACILITIES
41 E. 50TH ST., NEW YORK
MURRAY HILL 8-1162

BROADCASTING - TELECASTING
FILM & PRODUCTION
DIRECTORY
IS PRINTED THE
LAST ISSUE OF
EACH MONTH
GUARANTEED PAID CIRCULATION
EXCEEDS 15,000

Talent Rates Jump

(Continued from page 68)

after to supplement the original coverage in areas not reached. But otherwise, kinescopes are banned in accordance with restrictions TVA will formulate, or unless written permission is especially given by the union.

Whether this restriction on kinescope use will be extended to films for television use is uncertain. Jurisdiction over talent appearing in TV films is currently under dispute. Screen Actors Guild of Hollywood and TVA are fighting it out through National Labor Relations Board channels. In the TVA-networks discussions, the subject of film talent was carefully avoided.

Another union gain was the requirement that talent on sustaining programs be paid 80% of commercial program rates. Commercial rates were set up by creating nine major categories of performers: Actors and soloists, announcers and dramatized commercials performers, choruses and dancers, singers, specialty acts, sportscasters, walk-ons and extras, live signature performers, and performers for cut-ins, hitch-hikes, and cow-catchers. Some of these major categories were further broken down into sub-categories.

Union Demands

Original union demands, issued last spring, called for all performers to be paid at the same rate of $70 for shows of 15 minutes or less, $85 for 16 to 30 minutes, and $115 for 31 to 60 minutes. All rehearsal time was to be paid for at the rate of $6 per hour. The division of performers into categories, and the inclusion of a certain number of rehearsal hours in each fee, were developed in the course of negotiations.

Although details of the settlement have not been officially released, the following are the basic wages as made available unofficially:

Actors with more than five lines will receive for shows of 15 minutes or less the fee of $70, which includes 5 hours rehearsal time; for 16 to 30 minutes, $125 with 12 hours rehearsal; and for 31 to 60 minutes; $170 with 22 hours rehearsal. Actors with less than five lines will get $50, $62.50 and $75 for 15, 30, and 60 minutes, respectively, with four, six and nine rehearsal hours included. Extra rehearsal rate is $5 per hour.

Announcers and dramatized commercial performers are broken into sub-categories. Voice only, of more than 10 lines, will receive $50, $90, and $125 for 15, 30, and 60 minutes, with three, four, and six hours of rehearsal. Voice only, of 10 lines or less, gets $50, $62.50, and $75 for 15, 30 and 60 minutes, with two, three and four rehearsal hours. Dramatized commercials performer with more than five lines will receive $60, $75, and $90 for 15, 30, and 60 minutes with three, four, and five hours, rehearsal. Extra rehearsal is $5 per hour. Multiple performance rates are reduced proportionately to their number: Two performances get a single rate times 1¾; three performances a single rate times 2¼, and so on.

Choruses of dancers are scaled at $70, $100, and $125 with 12, 24, and 48 rehearsal hours in the three time brackets, with extra rehearsal at $3.50 per hour.

Singers (in contrast to a soloist who is paid at actor rates) will be paid according to the following scales, with extra rehearsal at $3.50 per hour:

OFF CAMERA

Time	Rehearsal (Hrs. Inc.)	No. of Performers Fee Per Person 2	3	4	5	6	7
15 min.	2	$47	45	43	41	39	37
30 min.	3	60	58	56	54	52	50
60 min.	3	67	65	63	61	59	57

ON CAMERA

15 min	6	67	65	63	61	59	57
30 min.	12	76	74	72	70	68	66
60 min.	22	100	98	96	94	92	90

Multiple performances: Same as performers on dramatized commercials.

Specialty acts are scaled according to the number of performers in the act, with six rehearsal hours included in each fee if used within two days, one of which is the telecasting day. One-person acts receive $200, two-person receive $275, three-person receive $375, and four-person get $475. For each person over four, an act gets an additional $100. Extra rehearsal rate is $5 per hour.

Sportscasters are broken down into major and minor sports, and full sportscasters and assistants or color men. In major sports (baseball, football, and major boxing), the sportscaster receives $200 per event, or $550 for a week of seven events of the same sport. His assistant or color man receives $150 per event, or $350 for a week of seven events of the same sport. In minor sports, the sportscaster is scaled at $150 per event, or $350 for a seven-events week of the same sport. His assistant or color man at $100 per event, or $225 for a seven-event week of the same sport. (An event is defined as what a daily ticket or admission buys.)

Walk-ons and extras will receive $20, $35, and $45 for 15, 30, and 60 minutes with three, six and nine rehearsal hours included. Extra rehearsal hours at $3 per hour.

Performers on live signature numbers get a $40 fee which includes dress rehearsal, with extra rehearsal payable at $3 per hour.

Performers on cut-ins, hitch-hikes and cow-catchers get a $50 fee per announcement, but not to exceed the fee payable to an announcer on the whole program. Rehearsal is to be paid for at actors' rates.

Three hours minimum call is provided for all talent except on strip programs if rehearsal is called immediately before or after the program.

BIG TEN CHANGE?

Basketball Telecasts Set

A CONTRADICTION in the Big Ten's attitude toward the telecasts of sports contests was indicated last week, unless the conference brings its football policy in line with its basketball policy. WTMJ-TV Milwaukee has announced that the First Wisconsin Bank of Milwaukee will sponsor 10 college basketball games on the station, all involving at least one member of the Big Ten and seven of them to be played between two members of the conference.

The Big Ten has steadfastly opposed telecasting of its members' football games.

VHF-UHF CHANNELS

Educators Ask In Petition

ONE VHF channel in each metropolitan center and each major educational center—plus 20% of all UHF channels to be allocated by FCC—are requested exclusively for non-commercial, educational purposes, the Commission was told last week by the Joint Committee on Educational Television.

FCC begins consideration today (Monday) of proposals for reservation of TV channels for educators [TELECASTING, Nov. 20; also see general allocation story page 69].

The request was disclosed by Brig. Gen. Telford Taylor, counsel for JCET and onetime FCC general counsel. JCET represents the American Council on Education, Assn. for Education by Radio, Assn. of Land Grant Colleges and Universities, National Assn. of Educational Broadcasters, National Assn. of State Universities, National Council of Chief State School Officers and the National Education Assn.

In those cities where all of the VHF channels are assigned, such as New York and Los Angeles, the group will recommend to FCC that the licensees "be required to devote a portion of their broadcasting time for non-commercial educational programs, in accordance with arrangements to be worked out," it was stated.

Welcome Educators Case

Meanwhile, last week, the New York State Board of Regents directed Commissioner on Education Lewis A. Wilson and Department Counsel Charles A. Brind Jr. to testify before FCC on the educational TV issue. Seymour N. Siegel, president of the National Assn. of Educational Broadcasters and director of New York City's municipal broadcasting system, WNYC-AM-FM, expressed confidence that FCC will welcome the educators' case.

"In a sense we will be re-arguing a long standing contention that commercial radio is unable to live up to its own promises," Mr. Siegel stated.

He explained "television has many more educational potentialities than does straight audio-radio broadcasting, thereby emphasizing the duty to protect the public interest in the radio spectrum. Further, inasmuch as television exercises the use of two of the five senses, it becomes a more perfect instrument of education than does straight radio and consequently has greater standing. Under the language of the Communications Act, the Commission has the responsibility to 'generally encourage the larger and more effective use of radio in the public interest.'"

Mr. Siegel stated further:

We feel the experiences of educational and public service programs, because of commercial radio's unkept promises, makes necessary the assurance of the public's opportunity for alternative and selective program choice in the field of television.

By specific allocation of television channels for education, and allowing its development unencumbered by the vagaries of commercial radio, the public can be assured of the best use of its own property, namely, the radio spectrum.

There is precedent for this action in the Commission's allocation in the FM bands. But in the television bands, where the number of potential stations is extremely limited, we feel the reservations must be made at the outset so there will be no contest between commercial television and educational television over specific available channels.

We hope too, to bring about a definitive interpretation of educational programs and public service programs. We do feel, that even though there be specific allocations for educational stations, commercial television will not be relieved of a responsibility for general public and community service. The basic philosophy holds that commercial radio and television are granted licenses to the use of the public domain by accepting and carrying out the responsibility of presenting a reasonable amount of public service programming.

The New York state regents also directed Education Comr. Wilson to communicate with Gov. Thomas E. Dewey and request cooperation of other state departments in asking for television facilities for health, conservation and other state activities.

Seven-Side Symposium

(Continued from page 68)

tions for the use of ASCAP music on individual video programs. John A. Kennedy, president, WSAZ-TV Huntington, W. Va., chairman of the TBA industry excess profits tax committee, will discuss the effects on video broadcasters of an excess profits tax such as that now being considered by Congress and the steps taken by his committee to present the views of the TV station operators to Congress.

Irving R. Rosenhaus, president and general manager, WATV (TV) Newark, will discuss the use of films in TV programming. A session will be devoted to station time sales and the afternoon will conclude with a panel discussion and question-and-answer period devoted to color television and its impact on the broadcaster, the performer and the viewer.

TBA members will hold their annual meeting in the morning preceding the clinic sessions, hearing reports, discussing and voting on several proposed amendments to the TBA by-laws and electing directors to fill the terms of Dr. Allen B. DuMont, president, Allen B. DuMont Labs; Joseph A. McDonald, ABC vice president, and Richard A. Borel, general manager, WBNS-TV Columbus, Ohio, whose terms expire at the meeting. New board will meet in the afternoon to elect officers for the coming year.

IF TV

Pulls in Bloomington, it'll pull elsewhere

Station WTTV is located in Bloomington, Indiana, the smallest community in the nation with its own television station. Rates are naturally lower. That's why we suggest using WTTV as your test station. We're located in an ideal, true test market where you get balanced audience (rural, industrial and urban population) at LOWEST cost.

THE SARKES TARZIAN STATIONS

WTTS | WTTV

BLOOMINGTON INDIANA

Represented Nationally by

ROBERT MEEKER ASSOCIATES, INC.

New York • Philadelphia • Chicago • San Francisco

Los Angeles (Tracy Moore)

General Electric's Great New Air-Cooled TELEVISION TRANSMITTER

Cuts tube cost up to 85%... saves you as much a

Point-By-Point Comparison Shows Overwhelming G-E Advantages!

Characteristic	G. E. TT-10-A	Manufacturer A	Manufacturer B	Manufacturer C
Tube Cost (1 set)	$1300	$3300	$1500	$1400
Power Required (average picture)	14 kw	25 kw	23 kw (approx.)	25 kw
Size	12'5" L	17'4" L	17'11" L	16'7" L
	84" H	84" H	78" H	83" H
	34" D	38" D	36" D	40" D
Air Cooled	Yes	No	Yes	Yes
Self Contained	Yes	No	Yes	No
Direct Crystal Control of Aural Transmitter Frequency	Yes	No	No	No
Low Level Modulation	Yes	No	No	No
Vestigial Side Band Filter	Not Required	Required	Not Required	Required

...has $10,500 a year!

Requires Only 14KW Input... Cuts Annual Power Cost Up To $1,000... Completely Self-Contained Unit For Channels 2-6.

Lowest Initial Tube Cost, Lowest Operating Cost, and Lowest Power Consumption In The Industry—these are the big features of this spectacular General Electric transmitter. Two years of research and development at Electronics Park have produced a product that is now unsurpassed in the field of television broadcasting.

The figures tell the story. Examine the comparison chart under the photo at left. Measure these dollars-and-cents advantages against any television transmitter on the market today. In addition, these new design features of the General Electric TT-10-A deserve careful consideration by any broadcaster.

Low Power Modulator using low cost receiver-type tubes saves you money. The most expensive modulator tube is a 1614 costing only $2.05.

Built-In Clamp Circuits eliminate the usual type of low frequency video distortion found in many input signals.

Completely Self-Contained and Air Cooled. This transmitter occupies up to 37% less floor space than competing makes. Requires no external equipment, such as transformers, blower or water pumps.

Saves Time—Quick Tube Change. Every stage, including finals, equipped with plug-in sockets.

Adjustable White Clipper keeps predetermined modulation depth from being exceeded.

Increased Safety. High voltage interlocks and grounding switches on all cubicles.

Accessible. Vertical chassis, functional layout—walk-in construction. Tubes, components, adjustments and controls at your fingertips.

"Let your G-E broadcast representative show you the savings you can realize on this transmitter. Call him at the office nearest you."

ATLANTA 3, GEORGIA
187 Spring Street, N. W.
Walnut 9769

BOSTON 10, MASSACHUSETTS
75 Federal Street
Hubbard 2-1800

CHICAGO 54, ILLINOIS
1122 Merchandise Mart
Whitehall 4-3915

CINCINNATI 2, OHIO
215 West Third Street
Parkway 3431

DALLAS 2, TEXAS
901 Ross Avenue
Prospect 7-4296

HOUSTON 2, TEXAS
4604 South Main Street
Justin 0657

KANSAS CITY 6, MISSOURI
106 West Fourteenth Street
Victor 9745

LOS ANGELES 14, CALIFORNIA
530 West Sixth Street
Trinity 3417

NEW YORK 22, NEW YORK
570 Lexington Avenue
Plaza 5-1311

PHILADELPHIA 2, PENNSYLVANIA
1405 Locust Street
Pennypacker 5-9000

SAN FRANCISCO 6, CALIFORNIA
235 Montgomery Street
Douglas 2-3740

SYRACUSE, NEW YORK
Electronics Park
2-0245 Ext. 25

WASHINGTON 5, D.C.—806 Fifteenth Street, N. W.—Executive 3600

You can put your confidence in—

GENERAL ELECTRIC

Telestatus

(Continued from page 72)

shows in which the newsman is pictured, and five to seven minutes are the favorite time lengths. The range is from 1 to 21 weekly, with the average 1½ per day. Thirty-five per cent schedule news by tape and other devices on test pattern time, and 1½% reported they use some kind of news on station breaks.

Remote news pickups are scheduled by 40% of the stations, exclusive of sports, but the average is only one every two months. Newsmen direct 19% of these remote shows.

News directors, almost all of whom "feel the need for a bigger operating budget and more manpower," want more local and regional news. One-half of the editors said they would be satisfied with faster and better still pictures on a local basis, and the other half think "still pictures are no more than a stop-gap and not a very good one at that."

In summary, Mr. Byron and his committee agreed that motion pictures are "essential for good television news coverage, but will not at this time stand alone." They pointed out the delay of transmitting national and foreign news films, from a day to a week with an average delay of two days. Spot coverage "is essential" to supplement film, the committee reported.

The "indefinable personality trait which makes some newscasters successful on TV" has "probably, more than any other fact, turned many news directors away from programs built mainly around the newscaster."

"Television is cruel in its portrayal and merciless in its demands, and a particular type personality is an absolute requirement for consistently effective results," the committee report said.

The committee suggested that a reason for the loss of potential revenue is that many stations "attempt too inclusive coverage on one news show instead of dividing programs into two or more sections to be sold separately."

Suggests Combination

Suggesting combinations of writer-editor, cameraman-reporter, newscaster-writer and newscaster-cameraman, the threesome contends "versatility of TV news staff members is absolutely necessary if costs are to be kept down." Television news, "day in and day out," is much more difficult to handle than radio news, and television must provide the specialists it needs because there is now no source of supply, the committee said.

An aid in the solution of local problems is to conduct more experimentation, opening up sustaining time for use of the news staff. "The newsman who labors under the impression that the conversion from radio to television is an easy one will come to grief in most cases, as personnel requirements are harder to meet and there is much need for imagination, forcefulness, much hard work and some daring," reported the committee.

Although more film will be produced faster in the future, "the big job always will remain on the shoulders of the local news director because no network, no film company can provide what is needed to cover the home front at a cost which can be handled by the local advertiser," it said.

Until costs go down, "it will be difficult to sell management on the need for providing news coverage, or expanding present news coverage, but news of some sort is essential for balanced programming even if it means only an hourly news capsule. The first step, the committee pointed out, is to get a news operation going on a very moderate cost scale if need be, then work for expansion."

The committee, after filing its convention report, recommended to the board that a survey be made next year to determine the most popular local news show in each market, to be supplemented with a complete break-down of each of these shows by the news director in charge.

They pointed out that revenue from adjacencies also should be taken into consideration.

* * *

October Video Ratings Released by Nielsen

TOP television program during the two weeks ended Oct. 7 was *Texaco Star Theatre*, according to the latest ratings of A. C. Nielsen Co. released last week. Data on total homes reached and percentage of homes reached in program station areas are reported as follows:

HOMES REACHED IN TOTAL U. S.

RANK	PROGRAM	HOMES (000)
1	Texaco Star Theatre	5,115
2	Blue Ribbon Bouts	3,962
3	Philco TV Playhouse	3,296
4	Fireside Theatre	3,271
5	Colgate Comedy Hour	3,129
6	Arthur Godfrey (L & M)	3,117
7	Stop Music (Lorillard)	3,005
8	Martin Kane	2,978
9	Arthur Godfrey (Pillsbury)	2,927
10	Your Show of Shows (Snowcrop)	2,901

PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

RANK	PROGRAM	HOMES (%)
1	Texaco Star Theatre	64.4
2	Fireside Theatre	54.5
3	Blue Ribbon Bouts	51.0
4	Arthur Godfrey (L & M)	47.2
5	Arthur Godfrey (Pillsbury)	46.0
6	Lone Ranger (General Mills)	44.9
7	Lucky Strike Theatre	42.9
8	Arthur Godfrey (Toni)	41.9
9	Philco TV Playhouse	41.5
10	Man Against Crime	40.9

Copyright 1950 by A. C. Nielsen Co.

* * *

Standard TV Plans

ANOTHER radio firm to follow the trend into television, Standard Radio Transcriptions, Hollywood, has taken options on 66 British feature-length mystery films obtained from various British producers for sale to television stations throughout the country. Films will be revised for TV use and cut down to 54 minutes playing time for hour TV shows. Firm has obtained first 13 films, with the rest to follow.

PEPSI SWITCH

Emerson Show to ABC-TV

PEPSI COLA will switch its Fa Emerson show, now a live produ tion, from CBS-TV Tuesdays an Thursdays, 7:45-8 p.m. to a film program on ABC-TV and some i dependent stations throughout th country effective Dec. 25.

Liggett & Myers will spons *The Stork Club* for its Fatima cig arettes in the vacated CBS-T Tuesday and Thursday time Agency for Liggett & Myers i Cunningham & Walsh, New Yor

Pepsi Cola, through the Biow Co., decided to film the program when the ABC network was unable to clear the desired number of stations. Agency is currently lining up independent stations throughout the country in addition to ABC-TV Monday, Wednesday and Friday 7:15-7:30 p.m. Talent cost for the Emerson show is said to be about $14,000 weekly.

ECONOMIC STATUS

Madden Addresses TV Assn.

"SOME television stations are already showing black figures, some others are approaching the happy state, but the network is still in the red," according to Edward Madden, vice president in charge of NBC television, who addressed the Television Assn. of Philadelphia Nov. 16, on "The Economics of Television."

"We are producing outstanding programs with big name performers from stage, screen and radio, and some of them are presently being financed at a loss," he said. "In addition, we require enormously expensive and still expanding program plant facilities. And in a similar vein we have been financing a lot of costly sustaining programs, which, until they are sold commercially, eat up a lot of revenue against which there is no offsetting income."

Mr. Madden said "the average cost for one half-hour on NBC-TV today is $19,000. This includes time, talent and production charges. In 1955 we estimate it will cost $50,000 per week to advertise by TV in the 48 largest markets in the country."

A film was shown at the meeting entitled "There's More Than Meets the Eye," which showed the variety and extent of facilities used to manufacture television shows to attract large audiences.

Duncan Resigns

WALTER I. DUNCAN, sales manager of WPIX(TV) New York since February, resigned last week. He did not announce future plans nor did WPIX announce any successor, although G. Bennett Larson, vice president and general manager of WPIX, said that several are being considered and that the matter probably will be settled in the next few weeks.

nothing but smiles under our umbrella!

NOW – 92,972 SETS

WLAV-TV

CHANNEL 7 – GRAND RAPIDS

LIVE – INTERCONNECTED

Represented by John Pearson

Color Count Test

(Continued from page 69)

now foreseeable but not yet perfected."

The brief continued:

. . . It is, in any event, clearly within the Commission's jurisdiction to refuse to adopt standards for a color television system which it has expressly found to be unsatisfactory. It is a startling argument, and one never made before, that standards for an unsatisfactory service should be adopted merely because the new service will be received on existing sets in the form of an old service. . . .

The record shows no demonstration of satisfactory converters which will enable existing receivers to receive RCA color transmissions in color. To permit the public to buy new color receivers for a system which does not perform adequately would be an unthinkable violation of public interest. . . .

In this decision, the Commission has held fast to the previous determination that for each service, whether it be AM, FM, black-and-white television or color television, that every receiver be able to receive every transmission.

Tri-Color Tube Problem

To RCA claims that Columbia's use of the RCA tri-color tube would confront the CBS system with the same difficulties which the Commission found for the RCA system, the Commission asserted that the CBS system "has no registration problems at the camera" but that the RCA system does have, and that "the tri-color tube will not remove these difficulties."

On the question of effectiveness of channel utilization, the Commission said:

. . . The short answer to plaintiffs' contention is that the RCA system in squeezing more information than the CBS system in the channel space available, even if this were true, sacrifices a good color picture. There is no such thing as effectiveness of channel utilization in the abstract. The test is the resulting picture. RCA failed this test.

FCC concluded:

. . . The Commission specifically found that the day-by-day continuing aggravation of the compatibility was an important reason for adopting the field-sequential system at this time. The grant by this court of an interlocutory injunction will encourage the increased sale of receivers requiring outside adaptation to receive CBS color transmissions in black-and-white.

The difference between this cost and the cost of adapting receivers at the factory is the price the American public will pay if the Commission's decision is finally upheld. Plaintiffs have absolutely failed not only to show irreparable legal injury resulting from the Commission's order, but have failed to make any showing that they are likely to succeed upon a final determination of this case. As every day passes and the public is sold more television receivers requiring external adaptation and conversion, color television is set back . . .

Pilot President Goldberg's affidavit related to correspondence of Sen. Johnson with FCC and with CBS, some of which had been disclosed previously [TELECASTING, Nov. 20].

J. FRANK BEATTY (l), associate editor of BROADCASTING, helps Judge Justin Miller, NAB president, celebrate his birthday with a cake presented during the recent NAB board meeting which concluded on his birthday, Nov. 17 [BROADCASTING, Nov. 20]. Mr. Beatty's birthday was the same day.

In one letter to FCC Chairman Wayne Coy, Sen. Johnson noted that "any further delay will place us far behind the rest of the world in this potentially phenomenal improvement of the television art." The letter, dated Aug. 9, 1950, asserted that "most certainly the Commission now has before it all of the basic and scientific facts which can be presented. . . ."

A personal note to Edward Cooper, communications adviser to the Senate commerce committee, from CBS President Frank Stanton on Aug. 5, 1950, was followed by Mr. Cooper's answer three days later which included this paragraph:

How did you like the Senator's letter? It went into the *Congressional Record* today and we have released mimeographed copies. . . . I wonder what Wayne's reaction is [FCC Chairman Wayne Coy]. I hope he realizes that the letter was intended to strengthen his own position.

Charges Confusion

The memorandum filed with the court by CBS charged that RCA and other manufacturers opposing FCC's color TV decision are confusing the issues, and that "their refusal to permit the court to go to final decision is deliberate."

Plaintiffs "know that when the case is considered on the merits, the most elementary and established principles of law spell failure for them," CBS said. "But they do not care because meanwhile the damage to the public will be done and plaintiffs will have gained their ends not because they are correct in law but because time works in their favor."

The memorandum continued that despite the "calculated" confusion, the only issue before the court is whether the FCC order "is reasonable and supported by the conclusions and the findings." The court need not concern itself "with the two trunks full of transcript of the record made before the Commission," but "need only refer to the Commission's reports," it added.

The memorandum pointed out that "the plaintiffs have conceded that there is supporting evidence for each and every significant finding."

To show that the "conclusions and order of the Commission are supported by the findings and are not arbitrary or capricious," CBS summarized the FCC's findings thus:

Color fidelity of the RCA picture is not satisfactory, and there appears no reasonable prospect the defects can be overcome; texture of the RCA color picture is not satisfactory and it is difficult to see how this defect can be overcome; receiving equipment utilized by the RCA system is exceedingly complex, and there is no assurance this difficulty can be overcome even if the tricolor tube is successfully developed; there is no assurance that satisfactory commercial type station equipment for the RCA system can be built; the RCA system is much more susceptible to certain kinds of interference than black and white television or CBS color television; there is not adequate assurance that RCA color can be satisfactorily networked, and the RCA system has not been sufficiently field tested.

FCC did not ignore the experts in reaching its conclusions, as charged by RCA, but on the contrary "on almost every question of performance characteristics of the CBS and RCA systems, industry engineers found CBS superior to RCA," CBS continued.

The manufacturers who are against the FCC action, CBS said, plan to "flood the market with black-and-white sets incapable of receiving CBS signals and thus place high obstacles before the new color system."

"In most cases involving administrative rules or even legislation," said the memorandum, "it makes little difference whether the rule or the legislation goes into effect today or six months from now, but in this case as the Commission itself found in its reports, one month means tens of millions of dollars to the public, and many months may mean no color at all and a final decision by mere passage of time—even if defendants [FCC] should ultimately prevail in the courts."

In this fact, the memorandum added, "lies the key to much of what plaintiffs and manufacturers have done. . . . They know if the order is suspended for long enough, they have accomplished their objective and they need not be concerned about this court's and the Supreme Court's decision of the ultimate issues on the merits."

Every day the FCC order remains suspended, CBS warned, another 30,000 black and white receivers are sold to the public. The difference in cost between adaptation at the factory and adaptation after sale thus saddles the public with the enormous added economic burden of from $28 million to $43 million per month, CBS claimed.

You Want YOUR

TV SHOW

to be SEEN, Don't You?

SO . . . You Put It On WSYR-TV

and it shares FREE in WSYR-TV's Unrivaled Promotion Program:

- 11,817 lines of newspaper advertising per month — on TV shows alone
- Full schedule of courtesy announcements
- Frequent publicity stunts and contests
- Listings in 10 area newspapers
- Listings of complete week's schedule in both Syracuse papers
- Close association with local dealers in TV receiver sales

Promotionally, there's ALWAYS Something Going On at WSYR-TV. Cash in on it!

WSYR SYRACUSE AM • FM • TV

The Only COMPLETE Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

what is the status of TELECASTING today?

What's the TV ad budget? For Network? For Spot? Who places the business? Who foots the bills? In what markets? What's the circulation in each market? How many stations share the audience?

You'll find these answers, and many, many other important TV facts in the December 4 BROADCASTING • TELECASTING. This special Television Broadcasters Convention issue will be out—

. . . next week

Look for round-up features on the overall status of television, barometer reading on the "freeze," TV station directory covering executive personnel, network affiliate, national representative, transcription library, news service.

Again it's BROADCASTING • TELECASTING across the board with the latest, most complete news of all radio—AM, FM, TV. Make this $7.00 investment that pays dividends—

. . . every week.

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Yes, I want *my own* copy of BROADCASTING every week. Please start with next issue.

☐ $7 enclosed ☐ please bill

NAME

COMPANY

STREET

CITY ZONE STATE

Marking purchase, Bryan Mathis (sitting), secretary-treasurer, Griffin Grocery Co., signs check as (standing l to r) Messrs. Bernard, Griffin and Leake look on.

News Censorship

(Continued from page 25)

tion, handling and emphasis of news, can be circumscribed by certain protections. The first, said Mr. Utley, is selection of a commentator who is basically a newsman, and who will "not falsify news to gain a maximum audience." He should also be "sharp enough in his moral background so he will face issues honestly."

Secondarily, opinion should be labeled as such when there is departure from fact. "This helps the listener to think soundly and to differentiate between fact and fiction," Mr. Utley said.

A panel on crime reporting by radio Saturday afternoon included Erle Smith of KMBC Kansas City; Fred B. Siebert, director of the school of journalism and communication at the U. of Illinois, and Louis B. Nichols, assistant director of the FBI, Washington.

Mr. Siebert concluded that "we cannot today assess the effect of crime news on the listener," and that use of it day by day must be guided by experience, intelligence and integrity.

He suggested that newsmen work locally with judges, who have complete jurisdiction over what goes on in their court rooms.

Mr. Nichols, after greeting the newsmen on behalf of J. Edgar Hoover, FBI director, said the FBI's job is to detect, apprehend and prevent crime. "The only permanent and lasting relief is prevention, in which the newsman can help," he said.

Speaking on a panel on the profitability of news, Ken Church of WIBC Indianapolis, said the station itself is the best promotion medium. Appearing with him were Bill Warrick, WJOB Hammond, Ind.; Gren Seibels, WMSC Columbia, S. C., and Dee Coe, manager, WWCA Gary, Ind.

Mr. Coe pointed out that competition for WWCA is "tough," inasmuch as 28% of the homes have television. However, in 11 months of operation, the station has been in the black on its news operation. Stressing the use of many local names, he said an audience is built if local matters are highlighted.

WMSC has 50% of its newscasts sold, and expects 75% to 85% will be sold by Christmas, said Mr. Seibels.

Wilton Cobb, manager of WMAZ Macon, Ga., reported 12 of 15 newscasts are sold on his station, and that news programming represents 15% of the time, 13% of the gross and 20% of the net. "News has been a tremendous thing with us," Cobb said, reporting news department salaries "comparable to those at the commercial level." He suggested use of women newscasters, if "suitable personalities" can be found.

Wire Service Talks

A discussion on wire services was participated in by Seymour Berkson, general manager of International News Service; Oliver Gramling, assistant general manager of the Associated Press; Herbert Moore, board chairman of Transradio Inc.; Charles Ahrens, radio manager, United Press, Chicago, and Jim Borman of WMT Cedar Rapids.

Lyle Wilson, manager of the UP Washington bureau, talked of Washington news Friday morning, after which U. S. Steel sponsored a luncheon with Gen. Hoyt Vandenberg, chief of staff of the Air Forces, as guest speaker.

That afternoon, newsmen met for a session on radio news in the government, as outlined by Charlie Dillon, head of the radio-TV branch, Dept. of Defense, and William A. Wood, acting chief, radio-television and visual media branch, division of public liaison, Dept. of State.

The buffet supper that evening was given by Zenith Radio Corp., after which Lowell Thomas broadcast his 10 p.m. CBS news show.

Cocktail parties were given under the auspices of AP, UP and INS on successive convention days.

The political and economic situation in the Far East was outlined Saturday morning by Russ Brines, manager of the AP bureau in Tokyo who was flown from Tokyo especially for the occasion. In the afternoon, Jim Byron of WBAP Fort Worth, chairman of the NARND television committee, presented his group's report (see TELESTATUS page 72).

The research panel, concerned with research needed by a newsroom consisted of Mitchell Charnley, professor of journalism at the U. of Minnesota, and Erle Smith of KMBC Kansas City. Charles E. Swanson, Minnesota School of Journalism, discussed "How Professional Research Fits Newsroom Needs," after which Arthur M. Barnes of the Iowa School of Journalism talked on how to organize research in the average newsroom.

Acceptance of, and competition with, television was advocated as the approach for radio newsmen by Baskette Mosse, instructor in journalism at Northwestern U., who concluded the roster of panels and speakers before the final session.

That evening, at the annual NARND banquet, Lowell Thomas appeared as featured speaker.

KOMA BUYS

Laying TV Color Plans

PURCHASE by KOMA Oklahoma City of the tower and land owned by KOCY at 74th and Lincoln the city as a location for a new radio and TV building has been announced by J. J. Bernard, KOMA vice president and general manager.

While the purchase price was not revealed, it was indicated that the transaction was one of the largest in Oklahoma radio history. The new facilities will be constructed as soon as FCC approves the sale, it was added. Conducting negotiations for KOMA were John T. Griffin, president and James C. Leake, vice president, Griffin Grocery Co., the parent organization which also owns KTUL Tulsa, Okla., and is acquiring KFPW Fort Smith, Ark., subject to FCC approval.

Mr. Bernard said that KOMA, which has an application for black-and-white TV pending, plans to eventually telecast color according to CBS standards when FCC gives its approval. A modification of the application to that effect is being prepared Mr. Bernard revealed.

Influencing the decision to plan color telecasting, according to the KOMA management, is the belief that "color is inevitable" and "further delay in adopting color" would work hardship on the public in converting thousands of future sets.

KOMA will vacate its present location at the Biltmore Hotel, where the station occupies the top two floors, when the new studios and offices are completed, he added.

SPONSOR IDENTIFICATION

WKY-TV Surveys Viewers in Enid, Okla.

SPONSORS of television shows can be identified by TV viewers with a high degree of accuracy, according to a survey conducted in Enid, Okla., by WKY-TV Oklahoma City.

"In nine out of the 12 programs listed, over 50% of viewers were able to identify the sponsor correctly," according to the WKY-TV study. Enid is a town of 35,000 located 65 miles from Oklahoma City. Each of 94 set-owners in all income groups answered 10 questions.

Conducting the interviews in Enid were P. A. Sugg, WKY-TV manager; Scott Donahue, New York, of Katz Agency; Lowe Runkle and Howard Neumann, of Lowe Runkle Agency, Oklahoma City; Eugene B. Dodson, Jack Hauser and Ray Scales, WKY-TV promotion and sales staff members.

The survey indicated the WKY-TV signal is "excellent seven days a week with normal antenna installation and without the use of boosters or any other special apparatus." There are about 3,500 TV sets in Enid and Garfield County. Data were gathered Oct. 30 and 31.

Sponsor identification of 12 WKY-TV programs (set owners asked if they could name the sponsors) follows:

Friday night wrestling, Falstaff (local), 62.7%, Dancer-Fitzgerald-Sample; *Toast of the Town*, Lincoln-Mercury (CBS), 62.7%, Kenyon & Eckhardt; *Original Amateur Hour*, Old Golds (NBC), 61.7%, Lennen & Mitchell; *Sooner Shindig*, Admiral (local), 59.6%, *Versatile Varieties*, Versa-Tile (NBC), 56.3%, Gibraltar Adv. Agency; Wednesday wrestling, *Progress* (film), 50%, George Knox; *Hayride*, Hoffman TV (local), 50%, Walter McCreery Inc.; *Hopalong Cassidy*, General Foods (NBC), 50%, Young & Rubicam; *Fred Waring*, General Electric Co. (CBS), 50%, Young & Rubicam; *Perry Como*, Chesterfields (CBS), 46.8%, Cunningham & Walsh; O. U. football, Ford (remote), 28.7%, J. Walter Thompson Co.; *Singing Pastor*, Super Feeds (local), 21.3%, James R. Reese Agency.

Number of sets turned on ranged from 30% at 2 p.m. to over 90% at 7 p.m., a steady increase. The figure leveled off to 9 p.m., dropped to about 86% at 10 p.m. and then descended to 45% at signoff, recently extended to 12:30 a.m., which matched the 4 p.m. level.

About 10% of the televiewers have had sets for over a year, 30% less than three months.

Make of Receivers

Analyzing make of set, the survey showed RCA Victor 34%; Admiral 19.2%; Motorola 9.6%; General Electric 8.5%; Airline 6.4%; Philco 4.3%; Hoffman 3.2%; Bendix 3.2%; Emerson 2.1%. Of the survey group, 69.2% were satisfied with the size of their present screen. As to size of sets owned, 12.8% were under 12 inches; 30.8% 12-inch; 2.1% 14-inch; 49% 16-inch; 5.3% 19-inch.

Favored programs, in order, were: *Toast of the Town*, wrestling, *Sooner Shindig*, *Fred Waring*, *Arthur Godfrey*, *Hopalong Cassidy*, *Original Amateur Hour*, *Studio One*, sports, *Dan Williams Show*, *Comedy Hour*.

Interviews were conducted in daylight hour and answers primarily reflect views of housewives.

TV SETS STYLE

Shade, Tone Appeal Noted

TELEVISION is having its effect on women's fashions. Checks are chic again, thanks to TV. Designers explain that with the black-and-white television, on which checked and plaid outfits show up to spectacular advantage, women demand to dress like their TV favorites.

When color television takes over, fashion experts say, women will be influenced more by this medium than any other single factor. If a certain color does not telecast well, it will be out of the style picture.

According to designers, "manufacturers may be caught with millions of dollars worth of unsalable clothes, because they are in shades that TV can't properly record."

Canada Sets Increase

PRODUCTION OF TV receivers in Canada is increasing, with only reception available in a few border areas, mainly southern Ontario and in the Vancouver area. Latest figures show sales of 4,000 TV receivers in September. Meanwhile, a new $350,000 plant addition is being built at Toronto by the Canadian General Electric Co., for production of TV receiving and picture tubes.

WCAU-TV PLANS

Further Program Expansion

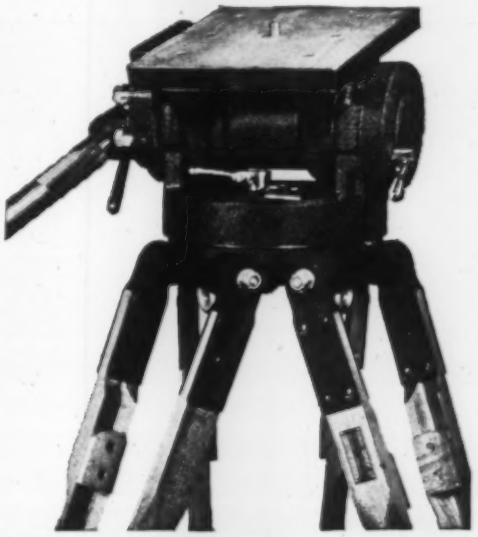
PLANS are underway by WCAU-TV Philadelphia to further expand its telecasting schedule, already boosted to 17 hours per day, the station has announced.

The 17-hour per day schedule went into effect Sept. 11. At the end of the first calendar month following that date, the station reported, WCAU-TV facilities during the period were made use of by 68 local advertisers, 89 clients through CBS Radio Sales and 57 sponsors via network programming. These totals show each advertiser only once, although a majority appear on the schedule two or more times per week and committed to long-term contracts, the station said. In a number of participating programs, availabilities were completely sold out with only a few not contracted for in remaining shows, WCAU-TV noted.

Floating Action! **for all TV Cameras**

'BALANCED" TV TRIPOD

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

TV BLACKBOARD

School Shows on WPTZ

PHILADELPHIA area schools, in conjunction with WPTZ (TV) that city, have inaugurated an ambitious program schedule on television. The series, a 30-minute "live" television program *Operation Blackboard*, is telecast five times weekly.

The project is under the supervision of the School Community Relations Dept. of the Philadelphia Board of Education, under the direction of Martha A. Gable. Public, Catholic, private and suburban schools are cooperating in the venture. WPTZ is making its complete television facilities and personnel available and the schools handle production, casting and other phases.

The programs, viewed in the classroom during school hours, also are of interest to the general public. While *Operation Blackboard* is the title of the overall series, each day's program has its own subject matter. School officials report that the incentive to appear before the cameras has resulted in higher classroom proficiency by the students.

JERROLD Electronics Corp., Phila., now producing new antenna distribution outlet box, model ADO-10. Designed primarily for apartment house installation and can provide any combination of ten 300 or 72 ohm receivers with television.

GATHERED around the speakers table at a Detroit Television Round Table meeting are (l to r): Adrian Murphy, CBS vice president in charge of television; Dick Jones, WJBK-AM-FM-TV Detroit general manager; Bill Bryan, president, DTRT; George B. Storer, president of Fort Industry Co., and Jack Van Volkenburg, CBS vice president in charge of sales. Both Mr. Murphy and Mr. Van Volkenburg spoke at the DTRT meeting.

CALIFORNIA TELE-CENSUS

Shows Viewers Will Pay for Movies at Home

CALIFORNIA television families still consider motion pictures their "most wanted" entertainment and are willing to pay to see first run movies over home receiver sets, but not on large size theatre screens, according to a semi-annual Tele-Census of the TV Research Bureau of Woodbury College, Los Angeles.

Conducted under the supervision of Prof. Hal Avry, the research project embraced some 3,000 TV set owners in the greater Los Angeles region, fringe areas of Riverside and San Bernardino, San Francisco-Oakland Bay area and San Jose. Covering a 25-day period ending Nov. 2, interviews were handled by some 500 students from Woodbury College, Valley College, Redlands U. and San Jose State College.

Survey shows 36% of the TV set owners don't expect color over their receivers for at least one or two years. Some 80% said they wanted color, with 45% in the Los Angeles area expressing willingness to pay $100 for an adapter; San Francisco-Oakland region response to buying adapters was 39%.

It was reported by 64% of the respondents that some members of the household listen to radio even if the TV set is on. However, 59% of those interviewed in the Los Angeles area think dramas, mysteries and lighter type plays more interesting over TV than radio, with San Francisco region response 69%.

Survey shows almost 80% of persons contacted would pay from 25¢ to more than $1 to see a first run movie on their home receiver set. Theatre TV, however, isn't so popular. Less than 33% expressed willingness to pay to see TV on a large theatre screen even though performance wasn't available on their home set.

Los Angeles area figures show 68% of those interviewed go to movies less frequently since acquiring sets, while response to that question in San Francisco-Oakland region was 74%. In the overall picture, the survey shows there is only a 6% drop in viewing time with those who have had sets more than a year. With those who have had sets longer than two years, the drop is 7%. Of those interviewed, 85% have sets in use seven days weekly in the Los Angeles area, with San Francisco-Oakland region report as 76%.

In the overall survey it is shown nearly 60% of those interviewed have changed living habits since acquiring sets. They do less visiting and more staying home.

Although parents say *Time for Beanie* is their youngster's most popular show, children themselves declare they prefer *Space Patrol*. Milton Berle continues to hold first place in popularity, according to the survey, with sports second.

Wrestling continues to find a high rating, second only to football and above baseball, basketball, boxing and other sports.

On the question of purchases made as direct result of TV commercials, 43% in Los Angeles area had done so, and 44% of those interviewed in San Francisco region. Some 52% of the Los Angeles responses said they prefer cartoon type of advertising, with 29% giving product in use preference. San Francisco response was 56% for cartoon, with 27% voicing the product in use advertising.

Although the overall picture shows little more than 40% of those interviewed like their news via TV, some 21% listen to radio for that purpose.

THEATRE TV

Draws Record Gate in Chic

THEATRE television got its b gest Chicago gate Nov. 18 w the State-Lake Theatre sold 2,600 admissions 1½ hours bef game time and turned away enc people "to fill the house agai A spokesman of Balaban & Ka which owns the theatre, s "theatre TV is as good as t attraction, and the attraction w the biggest football game of t season." The game was betw the U. of Illinois and Ohio St from Illinois's stadium.

Highest turnout for showings a the two theatres involved, th State-Lake in the Loop and th Tivoli on the South Side, was re ported for the game although clos circuit telecasts of four previou games had been shown in bot theatres. The Tivoli garnered al but "a couple hundred" admissions under the 3,400 seat capacity o the house. Many buyers were routed from the State-Lake box office. The total number of ad missions, about 6,000, far exceeds any previous weekly total. Aver ages for the State-Lake have been about 1,500, for the Tivoli, under 1,000.

Illinois home games are being shown by the two Chicago houses and U. of Michigan home games at the Michigan Theatre in De troit, owned by the United Detroit circuit. United Paramount Thea tres owns both Balaban & Katz and United Detroit.

The B & K spokesman said sports promoters are attracted by the "limited audience" and he an ticipates that hockey, baseball, boxing and more football will be theatre TV attractions in the near future.

Industrial TV

APPLICATION of television in the industrial field currently is a successful operation at the new Fisher Body plant in Pittsburgh, which is equipped with transmitter, receiver, camera and power unit, General Motors Corp., Detroit, has announced. Equipment enables an operator of a scrap baler unit to view loading procedures at all times, with the camera focused on the scrap conveyor and eight 1.5 kw flood lights illuminating the area at night.

Slice of Success

ALL-PURPOSE slicer at $1, advertised in a five-minute film used three times per week, once in Class A and twice in Class C time, over WDTV (TV) Pittsburgh netted the W. R. Feemster Co., Brooklyn, Mich. (kitchen tool), $8,735 in its first eight-week TV try, according to the station. Total cost of air time for the period was $1,980. Feemster accepted only cash, returning C.O.D. orders with letters of explanation.

film report

MUTUAL TELEVISION PRODUCTIONS, Los Angeles, to do film series of cases taken from Los Angeles sheriff's office by special arrangement with Sheriff **Eugene W. Biscailuz**. Half-hour in length film expected to get underway early in December. **Sig Neufeld**, vice president Mutual, to supervise production. **Edward M. Gray**, film president, in New York setting up distribution. **George Green** will direct.

* * *

INS Telenews newsreel now extends its service to 15 foreign countries with the addition of two new clients in Latin America, **TUPI** Rio de Janeiro, Brazil and **Union Radio** in Havana Cuba are newcomers. . . . **Producer's Service Building**, offering facilities for production of films for television and theatrical release, opened in Hollywood at 7657 Melrose Ave., phone Walnut 8680.

Stan Myers and **George Sawley** join **Snader Telescriptions**, Los Angeles, as musical director and head set decorator, respectively. Mr. Myers replaces **Phil Moore** who will continue to work with film company on consultant basis. Snader recently completed series of five telescriptions featuring **Page Cavanaugh Trio**. **Toni Arden**, singer, signed to do five three-minute musical shorts for same company.

John Bancroft has been added to scenario staff of Chicago office of **Sarra Inc.** He will work on creation and writing of television and business films. **Marvin Bailey** has joined Sarra as film editor. Mr. Bailey was a combat photographer during World War II and formerly worked for Chicago Film Lab.

* * *

David Coplan, Times Television Inc., has returned from London after arranging for 26 British made mystery film features to be released by **Sterling Television Co. Inc.**, New York. **Saul J. Turell**, president of Sterling, says TV stations throughout country will be serviced by these features.

Ken Carpenter, announcer, signed to do narration on *Tubby's Trouble*, animated color featurette for television and theatrical showing being produced by **Jerry Fairbanks Inc.**, Hollywood, for **Metropolitan Life Insurance Co.** **Robert Lawrence**, New York studio manager Jerry Fairbanks Inc., Hollywood, appointed vice president and head all eastern production.

* * *

Newcomers to Fairbanks New York sales staff include: **William H. Groody** formerly Sam Jaffe Agency; **Joseph M. Barnett**, in charge of radio and TV National Concerts and Artists; **James V. Boyle**, formerly RKO sales promotion executive; **Robert Brilmayer**, head sales, Ted Nemeth studio. **Verne Smith** signed by Fairbanks to narrate series of TV film commercials for **Nu-Maid** margarine. **George Justin** production supervisor named production manager firm's New York studio.

* * *

Film Labs Inc., new midwest video and film studio, has opened laboratories at 33 S. Market St., Chicago. **Arden H. Purvis**, founder and former president of Filmex Inc., heads new firm. Working with him is **Carleton H. Worfolk Jr.**, formerly engineering division RCA. Mr. Worfolk will handle production and technical development.

Starts TV Building

CONSTRUCTION has started on the first television studio building in Canada, at 354 Jarvis St., Toronto, where Canadian Broadcasting Corp. is erecting TV studios and transmitter building for Toronto's first TV station. Building will be three stories high, measuring 160 by 60 ft., of reinforced concrete, and will have two studios, offices and transmitter rooms.

TV DIAGNOSIS

Set for Johns Hopkins Show

TELEVISION diagnosis of a patient will be made Dec. 5 by doctors in New York, Chicago and Baltimore on the *Johns Hopkins Science Review* program telecast Tuesday, 8:30-9 p.m. on DuMont TV Network and keyed from WAAM (TV) Baltimore.

Using a newly developed X-ray fluorscope device, Johns Hopkins U. will telecast X-rays of the patient. The doctors will witness the X-ray examination via television and their diagnoses will be carried on the telecast, according to Lynn Poole, director and founder of the TV series. Mr. Poole is Johns Hopkins U. public relations director.

The telecast started its fourth season on WAAM last month. This is the first season on the network. Such topics as fear and atomic energy have been covered. Widest reaction developed from the fear program, it was reported.

Johns Hopkins Science Review has just been officially cited by Chicago public schools as one of five approved educatonal programs. In Baltimore all science teachers receive advance notices of programs and assign them as extra-curricular activity.

RCA

TUBES ... the standard of comparison

Television's King Pin

Used in both picture and sound power amplifiers, the RCA-8D21 employs advanced principles of cooling and electron optics. As revolutionary as television itself, this push-pull tetrode is setting new performance records in more than 50 RCA TT-5A 5-kw Television Transmitters.

Available through your local RCA Tube Distributor

RADIO CORPORATION of AMERICA

ELECTRON TUBES — HARRISON, N.J.

Agency Beat

(Continued from page 15)

THE BERNARD B. SCHNITZER Inc., S. F., moves to larger quarters at 347 Stockton St.

GILBERT J. SUPPLE, McCann-Erickson, N. Y., to radio and TV copy department Lennen & Mitchell, N. Y.

WILLIAM A. BERNS, Kenyon & Eckhardt producer for *Mark Trail* on MBS, and Toni Ellis to be married Nov. 29.

ROBERT B. WHITE, McCann-Erickson Inc., S. F., to research department Foote, Cone & Belding, S. F.

MOVE TO REOPEN KPFA(FM)

Fund-Raising Committee Formed in Calif.

KPFA (FM) Berkeley, Calif., which went off the air recently after 15-months of non-commercial, listener-supported broadcasting, may soon be back in operation.

A committee of leading Northern California business and civic people have organized a fund-raising drive to take up the station's deficits, increase its power and put it back in business.

During its brief life the station was supported by $10 annual subscriptions from listeners and by other larger donations from interested backers. Pacifica Foundation, the station licensee, had been declared a non-profit educational organization by the federal government and all donations to the station were tax exempt.

Still it was unable to meet expenses of operation.

The new drive, in addition to raising necessary immediate funds to reopen the station, hopes to enlist at least 4,000 listener-subscribers, which General Manager Lewis Hill says will be sufficient to meet current operating expenses.

The station, which specialized in local dramatic and musical productions, public affairs, children's programs and discussions on educational and sociological subjects, depended for the most part on Northern California colleges and universities and on various cultural societies for its talent.

In the past its low power reached only to the communities along the east of San Francisco Bay. If the current drive succeeds, power is to be increased so the station can reach throughout the Bay Area, from San Jose to Santa Rosa.

With the backing of prominent citizens, the station reportedly has been assured of a new 3 kw transmitter promised gratis by a manufacturer—if the fund-raising drive succeeds.

Defense Show Shifts

ABC's *Time for Defense*, produced by the Defense Dept. for broadcast each Tuesday, 8:30-9 p.m., last week changed its day and time schedule. Program is now heard Thursday, 10 p.m. Documentaries and an on-the-spot recording from an aircraft carrier were featured on last week's show. Next week Elmer Davis, ABC commentator, will interview Gen. Lawton J. Collins, Chief of Staff, Dept. of the Army. On Dec. 7, Pearl Harbor anniversary, Robert Montgomery is slated to interview Admiral Forrest P. Sherman, Chief of Naval Operations.

AT A MEETING held last Wednesday the directors of the American Telephone & Telegraph Co. declared a quarterly dividend of $2.25 per share, payable Monday, Jan. 15, 1951 to its more than 980,000 stockholders. This is the 119th consecutive quarterly dividend at the $2.25 rate.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.

DISCUSSING plans for Kellogg Co. sponsorship of Commodore Productions *Clyde Beatty Show* three times weekly on MBS starting Jan. 1 are (l to r): Walter White Jr., Commodore pres.; William Weddell, Leo Burnett Co., v.p. Kellogg agency; Shirley Thomas, Commodore v.p.; Wendell Williams, West Coast mgr., Burnett radio dept.

PACT for new six-times weekly series on WCBS New York is set by (l to r): Disc Jockey Stan Shaw; Don Ball, WCBS program director, and G. Richard Swift, WCBS-AM-TV general manager. Series started Nov. 6.

FOUR-FINGER highsign between Dale Rogers (r), Mid-Continent Petroleum Corp. adv.-sales prom. mgr., and Ken Miller, KVOO Tulsa commentator, signifies firm's fourth-year renewal of three-times weekly news show.

TIEING-IN with Bakers of America advertising, Louis E. Caster (l), pres., Keig-Stevens Baking Co., Rockford, Ill. (Colonial Bread), orders 1,000 Colonial Bread jingle spots on WROK Rockford, from Paul Collin, WROK acct. exec.

DEAL for airing all Syracuse Nats basketball games on WNDR Syracuse with General Electric Co., Radio & TV Receiver Div. co-sponsorship, is set by (l to r): W. H. Sahloff, GE; F. H. Small and J. F. Ackerman, WNDR; S. M. Fassler, GE.

FOURTH 26-week renewal of weekly *Magic Island* on KLZ Denver by Safeway Stores Inc., Denver (Lucerne milk), gets okay from Delphine Schmitt (l), Safeway division adv. mgr., and Lee Fondren, KLZ national sales mgr. Children's show is aired Sat. morning.

SALES strategy for Realite shortening commercials on WJJD Detroit *Ernie Simon Show* five times weekly is reviewed by (l to r): Ernie Simon; Sidney Clayton, Sidney Clayton & Assoc., Chicago, Realite agency; Arthur H. Anderson, Realite sales manager.

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1728 Wood St. 4742 W. Ruffner
*Member AFCCE**

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE**

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE**

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
*Member AFCCE**

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE**

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

A. R. Bitter
CONSULTING RADIO ENGINEER
4125 Monroe Street
TOLEDO 13, OHIO
Telephone—Kingswood 7631

SILLIMAN & BARCLAY
1011 New Hampshire Ave. RE. 6646
Washington, D. C.
2915 Red River 2-5055
Austin, Texas

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 Washington 6, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
1 La Fevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

*Member AFCCE**

November 17 Applications . . .

ACCEPTED FOR FILING

AM—1380 kc

WPAW Pawtucket, R. I.—CP AM station to change from 1380 kc 500 w D to 550 kc 1 kw D.

License for CP

KENO Las Vegas, Nev.—License for CP AM station to change frequency.

License for CP new FM station: WLIL-FM Lenoir City, Tenn.; WGTR Paxton, Mass.

Modification of CP

Mod. CP new FM station for extension of completion date: WFOX-FM Long Beach, Calif.; KREL-FM Goose Creek, Tex.

License Renewal

WSMB-FM New Orleans, La.—Request for license renewal.

CP to Reinstate

WOL-FM Washington, D. C.—CP to reinstate expired CP.

WMLL Evansville, Ind.—CP to reinstate expired CP.

APPLICATION RETURNED

KVOU Uvalde, Tex.—Returned Nov. 17 application for renewal of license.

November 20 Decisions . . .

ACTION ON MOTIONS

By Commissioner George E. Sterling

Cecil W. Roberts, Kewanee, Ill.—Granted request dismissal of application.

By Commissioner E. M. Webster

The Monroe Bcstg. Co., Monroe, Wis.—Granted request dismissal of application; application was dismissed with prejudice.

WVOK Birmingham, Ala.—Granted continuance of hearing in proceeding upon application from Dec. 4, to Feb. 8, 1951, at Washington, D. C.

WELS and WFTC Kinston, N. C.—Granted petition of WELS to dismiss without prejudice application. On Commission's own motion, application of WFTC removed from hearing docket.

Scranton Radio Corp., Scranton, Pa.—Granted continuance of hearing upon application from Nov. 30 to Jan. 30, 1951, at Washington, D. C.

East Penn Bcstg. Co., Pottstown, Pa.—Granted request dismissal without prejudice application.

WEST Easton, Pa.—Granted request dismissal without prejudice of application.

Mt. Airy Bcstrs. Inc., Mount Airy, N. C.—Granted continuance of hearing in proceeding upon application from Nov. 27 to Jan. 12, 1951, at Washington, D. C.

County Bcstg. Service, Mt. Jackson, Va.—On Commission's own motion, application of County Bcstg. Service was removed from the hearing docket.

By Examiner Fanney N. Litvin

Rural Bcstg. Co. of Ohio, Oak Harbor, Ohio—Granted motion to amend application so as to make modifications in proposed DA system for day and night use.

The Midwestern Bcstg. Co., Toledo, Ohio—Granted motion for leave to amend application so as to revise engineering showing.

FCC actions

NOVEMBER 17 TO NOVEMBER 22

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

WTOD Toledo, Ohio—Granted motion to amend application so as to specify new site and so as to revise its entire engineering showing necessitated thereby.

Radio Corp. of Toledo, Toledo, Ohio—Granted leave to amend application so as to specify reduction in maximum expected operating value of proposed directional array in direction of WBIG Greensboro, N. C.

By Examiner Leo Resnick

WAGA Atlanta, Ga.—Granted continuance of hearing re application from Dec. 8 to Feb. 8, 1951 in Washington, D. C.

KLOK San Jose, Calif.—Granted leave to amend application by substituting new Section V which reduces requested power from 5 kw to 1 kw on 1170 kc at San Jose, with a directional pattern nighttime designed to fully protect KVOO Tulsa, Okla., and KCBQ San Diego, Calif.

By Examiner Elizabeth C. Smith

KWHK Hutchinson, Kan.—Granted continuance of hearing re application; hearing now scheduled to commence Nov. 27, at Hutchinson, Kan., was continued to a date to be fixed by subsequent order.

WICH Norwich, Conn.—Granted continuance hearing in proceeding re application and that of WALE Fall River, Mass.; hearing continued from Nov. 16 to Dec. 8, at Washington, D. C.

By Examiner H. B. Hutchison

KULP El Campo, Tex.—Granted continuance of hearing in proceeding upon application; hearing continued until further order.

November 20 Applications . . .

ACCEPTED FOR FILING

AM—1240 kc

Winter Garden Bcstg. Co., Crystal City, Tex.—CP new AM station 1400 kc 250 w unl. AMENDED to request 1240 kc.

License for CP

License for CP new AM station: WSMI Litchfield, Ill.; KTER Terrell, Tex.; WBKV West Bend, Wis.

Modification of CP

WFMD-FM Frederick, Md.—Mod. CP to make changes FM station for extension of completion date.

Mod. CP new commercial TV station for extension of completion date: WFBM-TV Indianapolis; WHEN (TV) Syracuse, N. Y.; WFMY-TV Greensboro, N. C.; WLWC Columbus, Ohio.

November 21 Decisions . . .

BY THE SECRETARY

American Colonial Bcstg. Corp., Arecibo, P. R.—Granted mod. of CP WWA-200 for extension of completion date to 1-15-51.

WJOB WJIZ South Shore Bcstg. Corp., Hammond, Ind.—Granted relinquishment of control of licensee corp. through transfer of 1000 sh. common stock from Robert C. Adair to Adair Charities Inc.

WBOK New Orleans, La.—Granted mod. CP to change type of trans.

WCAP Lowell, Mass.—Granted mod. CP to change trans.

KRON-TV San Francisco—Granted mod. CP for extension of completion date to 6-15-51.

KDIA Diamond H. Ranch Bcstrs., Auburn, Calif.—Granted license for new station; 1490 kc 250 w unl.

WCDL Carbondale, Pa.—Granted assignment from Carbondale Bcstg. Co. to new corporation of same name.

KGEK Sterling, Col.—Granted license increase power from 100 w to 250 w day only on 1230 kc, install new trans. and new vertical ant., and change trans.

WDSM Superior, Wis.—Granted license change facilities to 710 kc 5 kw, unl. DA-N, install new trans. and DA-N and change trans. and studio locations.

Midwestern Bcstg. Co., Traverse City, Mich.—Granted CP and license for new remote pickup KA-7965.

Sioux Falls Bcst. Assn. Inc., Sioux Falls, S. D.—Granted CP for new remote pickup KA-7964.

F. C. Todd, Gastonia, N. C.—Granted CP to make changes in existing remote pickup KA-3844.

Vidalia Bcstg. Co., Vidalia, Ga.—Granted CP for new remote pickup KA-7966.

Ashley County Bcstg. Co., Crossett, Ark.—Granted CP new remote pickup KA-7967.

Blanfox Radio Co., Harlan, Ky.—Granted CP for new remote pickup KA-7968.

KPQ Wenatchee, Wash.—Granted mod. CP for extension of completion date to 2-1-51; cond.

WEIM Fitchburg, Mass.—Same to 2-4-51.

The Blue Valley Co., Independence, Mo.—Granted license for new remote pickup KA-6919.

The Midwest Bcstg. Co. Inc., Coffeyville, Kan.—Granted license new STL KAB-95.

Agricultural Bcstg. Co., Chicago—Granted CP new remote pickup KA-7953 and license to cover.

Chanticleer Bcstg. Co., New Brunswick, N. J.—Granted CPs and licenses to cover new remote pickups KA-7952, 7951, KEB-809.

KAKE Bcstg. Co. Inc., Wichita, Kan.—Granted CP and license for new remote pickup KA-7943.

Granite State Bcstg. Co., Manchester, N. H.—Granted CP and license for new remote pickup KA-7948.

WEBR Inc., Buffalo, N. Y.—Granted CP and license for new remote pickup KED-808.

Following granted CPs new remote pickups: Kennebec Bcstg. Co., KA-7956, Waterville, Me.; Earle C. Anthony Inc., KA-7954-5, Los Angeles; Island Bcstg. Co. KUA-251, KA-7945, KA-7946, KA-7947, Honolulu; Lamar Bcstg Co. KA-7949, KA-7950, Paris, Tex.; Blue Bonnet Bcstg. Corp. KA-7940, Fort Worth, Tex.

Orville W. Lyerla, Herrin, Ill.—Granted CP new remote pickup KA-7941.

Ottawa Bcstg. Co., Ottawa, Kan.—Granted CP for new remote pickup KA-7942.

WHLL Wheeling, W. Va.—Granted mod. CP to change type of trans.; conditions.

All Okla. Bcstg. Co., Tulsa, Okla.—Granted CP for new STL KKA-83.

KRIZ Phoenix, Ariz.—Granted license new station; 1230 kc 250 w unl.

KCON Conway, Ark.—Granted license new station; 1230 kc 250 w, unl.

WKLK Cloquet, Minn.—Granted license change freq. from 1450 to 1230 kc, 250 w unl.

WCFV Clifton Forge, Va.—Granted license new station; 1230 kc, 250 w unl.

KBIG Guthrie, Okla.—Granted mod. CP for approval of ant., trans. and studio locations.

WCAR Pontiac, Mich.—Granted mod. CP for extension of completion date to 6-1-51.

INTELLIGENT ADS

Bushnell Hits Repetition

CANADIAN radio advertisers have been told that they have a very low conception of the appreciation and intelligence of the average radio listener." Voicing his opinion is E. L. Bushnell, program director-general, Canadian Broadcasting Corp., Toronto. Mr. Bushnell told the Ottawa Advertising and Sales Club on Nov. 15 that some radio advertisers "believe in repetition to the point of redundancy. Have they ever considered how many people they have turned away from their products by the monotonous and obnoxious pounding?" he asked.

Mr. Bushnell urged Canadian advertisers not to pattern their advertising on that of the United States, stating that the intelligence of the average radio listener in Canada is higher than in the United States. "In the U.S. he [the listener] has been subjected to so many commercials he has become impervious to them," he stated. He told the advertisers that when the CBC starts television in Canada, it will not be used as an "electronic billboard."

Gates has it

IF IT IS FOR A BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
"A reliable service for over 18 years"
For immediate service phone
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

General manager with experience as such in smaller community. Ambitious for unusual opportunity in metropolitan market. Box 902G, BROADCASTING.

Capable manager to organize productive sales force, immediately, large upstate New York major market station. Write full qualifications. Box 936G, BROADCASTING.

Commercial manager for successful 250 watt network station in excellent Ohio market. Salary plus commission or straight commission with good drawing account. Send complete qualifications, references, picture. Immediate opening. Reply Box 22H, BROADCASTING.

Salesmen

Salesman—Experienced in constructively selling radio. Must be alert and ethical. To represent leading station, NBC affiliate, in competitive market. Send full information; references, photo, income requirements. KSEI, Pocatello, Idaho.

If you are a top radio time salesman and want to move into a larger market, we have an opening for you. We are a 24 hour-a-day music, news and sports station with the second highest Hooper rating in an area of 700,000 listeners. You must have a car and we pay a livable drawing account against 15% commission. Please send complete information and a recent snapshot to Earl Harper, WNOR, Norfolk, Virginia.

WRAC, Racine, Wisconsin's second largest market, needs one good salesman. $50 draw against 20% commission. Contact Herschell Lewis.

Wanted, experienced energetic salesman to sell very attractive TV program for children for the midwest market. No objection to supplementing this with present duties. Write or call The Ghost Rider Enterprises Inc., Empire State Building, 350 Fifth Avenue, NYC. LAckawana 4-1571.

Announcers

Deep south 5000 watt NBC affiliate in excellent market has an opening for an experienced staff announcer with opportunities for talent. Send all details, including disc, photograph, references and minimum salary requirements, with initial inquiry. Box 942G, BROADCASTING.

Announcer wanted by Pennsylvania network affiliate. Permanent position. Good pay for capable, experienced DJ. Some news. Send disc or tape and details to Box 970G, BROADCASTING.

Rare opportunity for thoroughly experienced announcer with mature voice, friendly sincere manner and exceptional radio background. $100 basic salary plus talent fees. Send disc, full details and references. Box 11H, BROADCASTING.

Wanted: Combination engineer - announcer with first class license and announcing experience or training, for permanent, well-paid position with AM station near Chicago; excellent working conditions, fine opportunity. Box 43H, BROADCASTING.

Announcer with first phone. Will use beginner if voice quality, ability and references satisfactory. South-southwestern location. Box 46H, BROADCASTING.

Wanted: Combination engineer (1st phone) announcer, emphasis on announcing. Network affiliate centrally located between Washington and Richmond. Excellent working conditions. Top salary. Experience preferred but not required. Send disc, photo and qualifications to Box 60H, BROADCASTING.

Help Wanted (Cont'd)

Young staff announcer, accent on ability, not experience. Send disc, picture. State when available; salary requirements. Must appear for personal interview. Include telephone number. Pennsylvania Mutual affiliate. Box 47H, BROADCASTING.

5 kw midwest rural independent wants stable experienced staff announcer-disc jockey, music shows, news, control room operation. Must be able to deliver retail national and mail pull copy. Permanent, with good starting salary for right man with financially solid progressive organization. Character and credit record will be scrutinized. Box 78H, BROADCASTING.

Combo: Real proposition for top man with voice and experience. KFLW-ABC, Klamath Falls, Oregon.

Experienced announcer with first ticket. Engineering ability secondary. Best small market daytime operation southwest. Married man preferred who is now overworked and underfed. We offer decent working hours, good pay and employ only above average personnel. Starting salary around $300 monthly with increases accordance your value to station. Send disc and details KTFY, Brownfield, Texas.

Immediate opening two combination announcer-engineers, accent on announcing. One position chief engineer. Please give all details in first letter with disc. Experience not necessary, but helpful. WDEC, Americus, Georgia.

Staff announcer, good commercial man. permanent position, future for reliable, experienced person. Send disc, photo, details. WPIC, WPIC-FM, Sharon, Pa.

Combination announcer and first class license holder. $60 weekly. Jack Aley, WWNF, Fayetteville, N. C.

Technical

Wanted: Combination engineer - announcer with first class license and announcing experience or training, for permanent, well-paid position with AM station near Chicago; excellent working conditions, fine opportunity. Box 44H, BROADCASTING.

Opening for transmitter engineer with first class license, at progressive midwest AM station; excellent working conditions, good salary, fine opportunity. Box 45H, BROADCASTING.

Return to Minnesota? Station now in its 24th year of operation is offering a permanent position to a conscientious man with a 1st class ticket who can also announce. Send complete application including disc, personal data and references to Radio Station KGDE, Fergus Falls, Minnesota.

Engineer, experienced recording, remotes, some announcing. Not afraid work. WGGA, Gainesville, Georgia.

Opening for engineer-announcer with first phone ticket. Progressive 1000 watt station, excellent working conditions, good salary, exceptional opportunity. **Contact Station WJAT, Swainsboro, Georgia.**

Fulltime CBS affiliate has opening for technician both AM and FM. Great variety of control room operation including turntables, tape and disc recording master pre set and switch gear. Experienced man preferred. Pay $1.25 per hour during probation and minimum of $1.40 per hour after probation period. Liberal vacation, sick leave and holiday pay policy. Contact D. A. Burton, Radio Station WLBC, Muncie, Indiana.

Help Wanted (Cont'd)

Production-Programming, others

Commercial copywriter wanted: Girl or man to write all commercial copy on 1 kilowatt northern Illinois daytimer. No other duties. Box 51H, BROADCASTING.

Television

Technical

Licensed operator with commercial broadcast experience for video control and film camera position at midwest television station. Good salary and opportunity for right man. Box 996G, BROADCASTING • *TELECASTING.*

TV engineers for midwest station, actual operating experience desired in all phases of studio operation and maintenance. Box 24H, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

Manager over 18 years experience net and independent stations. Box 560G, BROADCASTING.

Sales manager-salesman, 33, married, aggressive, steady, also write, announce. Box 992G, BROADCASTING.

Need flood of new business and more money in the bank at your station? From top to bottom, I've worked in all capacities. Thorough knowledge of all station operations, also top announcer. College background plus ten years experience. Proven record of two stations pulled out of red. Good reason for change. Want job with future and, will accept trial period. Available thirty days notice to present employer. Draft exempt. Box 5H, BROADCASTING.

A good man is hard to find! We have one who is leaving for perfectly valid personal reasons. He has outgrown our small operation. A program director and station manager, he is thoroughly experienced in every phase of radio; programming, writing, public service, announcing, special events, personnel management, sales supervision and network coordination. He has helped tremendously to bring to life a very dead horse. 28, draft-exempt, sober a worker and a family man. We would release him on short notice for the right opportunity. Gentlemen, here is the man you have been looking for. Address replies to: General Manager, Box 32H, BROADCASTING.

Outstanding, young, aggressive, civic-minded manager who is experienced in sales, programming and promotion and has good administrative background. Box 41H, BROADCASTING.

Assistant manager, program director. Over 9 years experience, last 3 in NBC regional, highly competitive market. Qualified administrator, personnel man, writer, production and news director. Excellent references. Available after January first. Box 63H, BROADCASTING.

Commercial manager; years of successful past. Want to advance, but fast! Middlewest only. Box 67H, BROADCASTING.

Good programming, plus proper service for your sponsors will mean consistently high weekly billings. If you need that combination, then it makes sense to hire a commercially minded program manager who is prepared to deliver the goods. Experience includes work on both local independent stations and local network stations. Salary, plus incentive or bonus arrangement preferred. Box 69H, BROADCASTING.

Situations Wanted (Cont'd)

Sales manager or manager. Twenty years of constructive radio background. I defy anyone to show a better record or better reference than I can give. Seeks job as sales manager of substantial station or manager of smaller station. 45 years of age, married, will go any place. Box 993G, BROADCASTING.

Manager-sales manager, percentage basis, no draw, no salary, includes three competent salesmen. Programming, promotion and the knowhow to get the sponsors you have lost, due to inefficient merchandising. No announcers or technicians. Otherwise can handle station. Will take over your problems on fair basis. Replies confidential. Stanley P. Holmes, 719 Colorado, Louisville, Ky.

For complete information about experienced manager write Box 81H, BROADCASTING.

Salesmen

Salesman: From way back. Strong on service. Central states only. Box 66H, BROADCASTING.

Fulltime personal representation in NYC, one AM or TV station. Conservative draw against commission. Lots of hustle. Box 71H, BROADCASTING.

In 18 months, wrote over $100,000.00 worth of time contracts. Florida indie and Ky. ABC basic. Left radio for private business January, 1950. Over 2 years newspaper advertising. College trained, draft exempt vet, married, family, 29. Will travel anywhere to get a sound selling job where tireless energy, initiative pay dividends.. Excellent references. Available immediately. Write or wire Hank Guzik, Box 623, Hollywood, Florida.

Announcers

Basketball, play-by-play. One of nation's best. $150 weekly. Box 755G, BROADCASTING.

Sportscaster. Four selling years play-by-play football, basketball, hockey, baseball. Can permanently help sports minded station midwest or east. Box 860G, BROADCASTING.

Staff announcer, 24 years old, 2 college degrees, extensive training, newscasting at Radio City. Pleasing voice. Can write. Veteran. Will travel. Disc available. Box 966G, BROADCASTING.

Sportscaster. Exciting play-by-play for topnotch sports area. Experienced in basketball, football, baseball, boxing and wrestling. University graduate. Favorable draft status. Married. Veteran. Authoritative newscasting and announcing of high caliber. Box 3H, BROADCASTING.

Announcer, newscaster, 15 years all phases, seeks permanent position. Former NBC staff. Veteran. 34 years old, married, one child. All replies answered. Will go anywhere. Box 12H, BROADCASTING.

Staff announcer. Single. Veteran. 4 years experience. References and audition. Box 23H, BROADCASTING.

Sports announcer, presently employed, desires change starting basketball season. Sponsor references. $65. Experience all major sports plus four years staff. Box 26H, BROADCASTING.

Staff announcer, experienced, DJ, commercials. Young, but no draft whatever. Available immediately. Box 40H, BROADCASTING.

Want sports? 5 years sports director desires alert full-schedule sports station. Insufficient sports at present post. Class "A" and major league baseball, college, and pro basketball, football, hockey, polo etc. Some TV experience. Box 49H, BROADCASTING.

Announcer, disc jockey, 27; specialty news. Can write, produce, direct. Three years experience in Hollywood. Desires location in Chicago. Disc, picture, references on request. Box 50H, BROADCASTING.

Experienced sportscaster, former pro-baseball player, presently employed, wants job in midwest or west. Marine vet World War 2. Married, one child. Good references, sober and no drifter. Disc and picture available. Salary minimum $80 a week. Write to Box 53H, BROADCASTING.

Announcer-salesman. Radio-stage experience. Permanent position wanted. Willing settle small town. Knowledge control board. Box 54H, BROADCASTING.

Situations Wanted (Cont'd)

Sports, news, sales. Denver University radio graduate.. 3½ years newspaper and radio experience in sports, news and sales. 27 years old. Draft exempt. details, disc, picture on request. Best references. Box 52H, BROADCASTING.

Experienced announcer-newsman, disc jockey, sales, music librarian, 28, married, no drifter, presently employed, draft exempt, prefer midwest, but will travel. Box 55H, BROADCASTING.

News. Experienced gathering, rewriting, broadcasting. Can also sell. Midwest or southwest. Box 56H, BROADCASTING.

Experienced announcer-engineer-writer, first phone, veteran, married, 24. Disc available. Box 57H, BROADCASTING.

Wanted: Job as sports announcer at radio station that has lots of sports. Air disc and qualifications furnished on request. Box 61H, BROADCASTING.

Experienced announcer, single veteran, 24. Non reservist. Fifteen months experience, DJ, news and sports programs, general staff. Excellent reason for desiring change. Available usual notice anywhere. Tape, best references available. Morning shift desired bu not necessary. All replies answered. Box 70H, BROADCASTING.

I am seeking an announcing position with a progressive station, one that is willing to mold a dignified voice (with staff experience) into a personality. Box 73H, BROADCASTING.

One of nation's finest western trios, "not corn," and a top hillbilly DJ. Desirous of station job in good market for personal appearances. All good appearance and character. Available for personal audition. Jim, 109 S. Kedzie Ave., Chicago, Illinois, Phone: Van Buren 6-6284.

Technical

Chief engineer, experienced all phases broadcasting, construction. Have made two installations. Permanent position established station. Best references. Family, age 28. Box 870G, BROADCASTING.

Engineer. Experienced studio, phasing and directional equipment, maintenance and remotes. Box 952G, BROADCASTING.

Chief engineer desires position with progressive station. Long experience in all phases of broadcast engineering includes multi-element directionals. Ready for TV. Draft proof. References? The best. Box 954G, BROADCASTING.

Engineer, phone first, complete offer first contact. Box 974G, BROADCASTING.

Stations in Oklahoma, Arkansas area: Competent, experienced chief engineer-announcer ready to come home and settle down with progressive organization. Primary interest engineering, but no objections announcing. Draft exempt veteran with dependents. Excellent references. Available by January first on two weeks notice. Box 48H, BROADCASTING.

Engineer, first class radiotelephone license. Six years experience, FM, AM, studio, remotes, transmitter. Married, mature, draft exempt, no combo, references. Box 59H, BROADCASTING.

Engineer, 3 years experience. Ham 20 years, wants permanent position. No combo. Car. Draft exempt. Box 64H, BROADCASTING.

Engineer, first phone, veteran, experienced, have car, employed, Dixie preferred. Box 74H, BROADCASTING.

Engineer, five years experience operation and maintenance of transmitter and studio equipment. Want permanent position. Excellent references. Married, one child. Box 871G BROADCASTING.

Available immediately. Engineer, 1st phone. Two years college. Five years experience maintenance, installation and operation. Xmtrs to 10 kw FM, 5 kw AM, recording, master control, remotes, etc. One year TV repair. Sober, excellent references. P. O. Box 5811, Metro Station, Los Angeles 55, California.

Technician, first license, five years broadcast radio, wide experience associated fields, wants transmitter job. 32. Single. Available quickly. Please state requirements. Lewis Sherlock, Box 51, Plainview, Texas.

Situations Wanted (Cont'd)

Production-Programming, others

Solve your budget problems with a program director who can write, announce, play organ, do bookkeeping. Experienced in all phases. Minimum salary $65. Box 991G, BROADCASTING.

Newsman. Mature, experienced, fully qualified in all phases. Own minitape. Box 955G, BROADCASTING.

3½ years successful announcer, seeks program directors position with full announcing schedule. Young, married, draft exempt. Presently musical and assistant PD. Box 42H, BROADCASTING.

Commercial copywriter, experienced local accounts, seeks position with progressive station or agency. At present employed in another field, but anxious to re-establish radio connections anywhere in U.S. Salary secondary to opportunity. Draft exempt veteran; degree in music and radio. Not afraid of hard work. Box 65H, BROADCASTING.

Radio-TV team. Young couple. Formerly headed own New York package firm. Offer to radio or TV station low-budget tested programs, services, creative ability. Box 72H, BROADCASTING.

Newsman, reporter, editor, 2½ years experience. Presently employed wire service. 26 year old married veteran, B.A., seeks radio spot with future. Box 76H, BROADCASTING.

Broadcast engineer available for immediate employment. Inexperienced but willing to learn. Interested in transmitter. Upson Howard, Blackville, S. C.

Television

Technical

TV engineer, 3½ years commercial TV experience. Knows TV operation from camera to transmitter, remotes, master control or studio operation. CREI graduate. Qualified as TV chief or supervisor, minimum $100 weekly. Box 79H, BROADCASTING • *TELECASTING.*

Production-Programming, others

Radio production manager desires change to television position. Age 28. Nine years experience, five in supervisory capacity. Musical and little theatre background. Freelance television and film. Box 77H, BROADCASTING • *TELECASTING.*

For Sale

Equipment, etc.

3 unused American Plate transformers, type OISO 230 volts low, 7500Y high 75 KVA cont., 60 Cy. 3 phase. Box 62H, BROADCASTING.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

RCA 40C program amplifier, 4 type 41B-RCA pre-amps, isolation and filament transformers included, $50.00. Don Hein, WJBK, 500 Temple, Detroit 1, Michigan.

Wanted to Buy

Stations

Broadcaster interested in purchasing station, or controlling interest and managing. No brokers. Brooks Reed, 611 Taft, Lafayette, Louisiana.

Equipment, etc.

Want 250 watt and 0.5 1 kw AM broadcast transmitters. Forward complete information first letter. Box 997G, BROADCASTING.

UHF TV transmitter, audio optional. Send outline specifications, price and delivery interval. Box 34H, BROADCASTING.

Miscellaneous

Note: New or replacement broadcast crystals for Western Electric, RCA, Bliley and other holders; fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3901.

Help Wanted

Announcers

MORNING MAN

Regional net wants topflight morning showman, disjockey, entertainer, good voice. Tell all. Replies confidential. Will arrange interview. References. Write Box 58H, BROADCASTING.

SOMEWHERE there is a dj personality that should be ready for a major market. Not just an announcer but an audience builder. Salary to suit. WOKY, Empire Building, Milwaukee 3, Wisconsin.

Miscellaneous

TO ALL STATION MANAGERS

CTS offers a new, urgently needed service. Proven network announcers transcribe spots either straight or production for local sponsors at minimum cost. CTS insures greater radio sales for station and sponsor. CTS information and rates upon request.

Commercial Trans-Service
143 W. 41st St. N. Y. C.

Employment Service

Experienced capable combination announcer-engineer.

Better men for better stations at better pay

BERT ARNOLD — *RADIO PERSONNEL* Keene Road Clearwater, Florida

New GF Shows

GENERAL FOODS (Post Cereal Division) will sponsor two new programs from Renfro Valley, Ky., on CBS regional network starting Jan. 1 — a Sunday morning hymnal and religious discussion and a quarter-hour morning program daily from the Renfro Valley Country Store. An exclusive talent contract has been signed with John Lair, owner and producer of the package for 52 weeks. Benton & Bowles, New York, is the agency for General Foods.

WAAB CHANGES

Will Stress Local S

WAAB Worcester, Mass., recently bought from General Tire & Rubber Co. by Bruff W. Olin Jr. [BROADCASTING, Oct. 23], has announced revision of its programming to include more local shows. Particular attention will be given to coverage of the Holy Cross basketball games which WAAB will originate for a 4 to 16 station network in the near future, it was reported.

Mr. Olin, new owner and general manager of WAAB, formerly owned and managed WQUA Moline, Ill. He has appointed James H. McKnight commercial manager. Mr. McKnight formerly was with WTAG Worcester in a selling capacity. William R. Sweeney, with WAAB for more than a year as news and sports director, has been retained as administrative assistant to Mr. Olin. Dorothy Morris, Mr. Olin's executive secretary since 1946, has been appointed program and traffic manager.

WAAB had been under the ownership of General Tire & Rubber Co., Akron, Ohio, since 1943 when the latter purchased the Yankee Network and its Worcester outlet.

FEAR THINKING

Sawyer Addresses Ad Group

ADVERTISING media have been urged by Secretary of Commerce Charles E. Sawyer to cooperate in allaying fear thinking in the nation. Secretary Sawyer expressed his views Nov. 16 at a meeting of the Committee on Advertising of the U. S. Chamber of Commerce.

W. Howard Chase, information consultant to National Production Authority, reviewed impact of defense mobilization on industry and advertising. Secretary Sawyer urged advertisers to coordinate their activity with the Advertising Council and NPA.

Radio members of the committee who attended the session were Roger Clipp, WFIL Philadelphia; Robert T. Mason, WMRN Marion, Ohio; J. Harold Ryan, Fort Industry Co.,; Harold E. Fellows, WEEI Boston; Richard P. Doherty, NAB.

GENERAL MANAGER

. . . with top-drawer qualifications, ability and case history interested in discussing immediate or near-future association with equally high-grade ownership principals or firm. Administrative, sales, advertising and promotion accomplishments of highest caliber. Unexcelled efficiency quotient. These qualities along with rigid adherence to sound principles of honesty and integrity teamed with strong, steady, sane sales drive make this applicant an outstanding potential leader for some high class station that places a premium on A-1 generalship demands a good product and is willing to pay the price. Industry-wide references will stand up under most exhaustive investigation. Present employer aware of this advertisement. Replies held in strictest confidence. Box 68H, BROADCASTING.

Radio Helps Gate

(Continued from page 19)

ich last season fed baseball created and live to 200 - plus ations, replied sharply to comments by Mr. Jordan in his latest rvey.

Gordon B. McLendon, Liberty esident, said Mr. Jordan's personal views on "too much baseball the air" will be "highly resented those of us close to the problems."

Looking at the matter from the andpoint of basic constitutional ghts, Mr. McLendon said, "I am rprised that so intelligent a oung man would be so unconscionble as to distribute a document so maging to those of us who are ghting for certain precious freeems for radio."

Referring to the Jordan suggestion that "some businesslike balnce should be voluntarily put into he allocation of baseball games, pecially into minor league wns," Mr. McLendon declared:

"Here Mr. Jordan has actually ruck a blow at the fundamental reedom of the press and radio. nce again, he has departed from esearch into personal opinion."

Mr. McLendon was "completely mazed" that Radio - Television Mfrs. Assn. "would publish a docuent so clearly attempting to build levision at the expense of radio. as the RTMA ceased to make adios?"

As to the Jordan observation hat as many as three or four major eague broadcasts are heard each ay in the West, Mr. McLendon aid:

"Some had none, many had one, thers had two. There may have een a few cities in the East with hree major league broadcasts, and here may have been a few cities hich, on rare occasions, had four ajor league broadcasts, in one ay. But usually these broadcasts ll came at the same time in the are occasions they occurred, if ey occurred. I challenge anyone o prove that more than three or ur cities in the whole United tates even occasionally had three four major league broadcasts in ne day. It is not true that generlly, or even occasionally, any city in the West had baseball broadcasts beginning at 11 in the morning and, with few breaks, continuing right up until 1 o'clock at night.

"Mr. Jordan is attempting to indicate a general situation by the use of some isolated example he may have. I deeply resent his approach to the problem."

Mr. McLendon noted that "a person can listen to only one game at a time."

A realistic approach will show that baseball was fortunate in 1950, he said. "People in 1950 simply didn't spend nearly as many entertainment dollars as they did in 1949 or 1948. My father and I own a chain of theatres which operate, like the minor leagues, at night; our attendance in small towns and large towns was off far more than baseball's attendance.

'All Entertainment Off'

"Do you think that maybe major league baseball broadcasting in the afternoon did this to us. Nightclub business was off everywhere. Almost every branch of the entertainment business was hit during a year when baseball attendance was also hit. Yet minor league baseball, in its search for a whipping boy, seems to regard itself as the sole target of a cruel economic world.

"Minor league attendance, following the all-time highs of 1948 and 1949, dropped something over 17% in 1950. This has naturally occasioned much weeping and wailing and gnashing of teeth among the affected minor league clubowners. Were they alone in their suffering? The answer is an obvious no when we consider that major league baseball itself dropped over 15%. Theatre attendance is down nationally from 20% to 25%. Most of the good nightclubs have been hit even harder than that.

"Common sense will dictate the answer that attendance has dropped in baseball, theatres, nightclubs and other entertainment because of prevailing national economic factors which were at work to lower entertainment attendance generally.

"I believe that minor league baseball, perhaps as a direct result of the stimulation of interest in baseball by Liberty, has suffered less than other entertainment business."

Mr. McLendon listed economic factors which contributed to lessening baseball and other entertainment attendance. These were:

(1) Increasing installment buying after controls were lifted, with people going on a buying jag.

(2) Thoughts of war diverted attention from baseball in the late spring.

(3) Abnormal records of postwar years necessarily leveled off.

(4) Weather in 1950 was the worst within memory.

(5) Increased entertainment competition, including television which is forming stay-at-home habits.

(6) Sports and entertainment operators took prosperity for granted, relaxed and figured the public would "come anyway."

(7) Many clubs are located in towns which cannot support a baseball club.

He contended the percentage of baseball failures is lower than that of banks.

Liberty's Position

Liberty constantly urged listeners to attend local baseball games, Mr. McLendon said. "What better advertising vehicle for a club than to have somebody talking to his very patrons a few hours before they left for the ball park? And for free. I would certainly like to own a business where somebody would, for free, talk about my business for 2½ hours a day. And a lot of local baseball clubs occupy the position, unique in all business, of being paid for being given publicity—these are the clubs which sell rights to local stations.

"In spite of this a few shortsighted club-owners look at radio as though it were an ogre about to devour them. I would like to suggest that instead of this continued carping criticism of radio by a few minor leaguers that we have more appreciation of the favors and money that radio gives baseball.

"I understand that some minor league baseball clubs criticize the announcers on the major league chains for making the major league games sound more exciting than they really are.

"These minor league spokesmen say that we make every play a thriller and that by comparison minor league baseball sounds tame. In the first place, I do not believe that anyone would want us to picture major league baseball as a dull game. I hear minor league baseball announcers all the time who are more sensational than any major league announcer."

OLDSMOBILE Dealers of Washington have purchased Earl Godwin commentaries on WRC Washington, 6:15-6:30 p.m., Monday through Friday. Agency is Ernest Johnston, Washington.

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

Communications Engineers

Build your Future with RCA

RCA Service Company, a Radio Corporation of America subsidiary, is offering communications engineers, experienced in installation and maintenance of broadcast and TV transmitters, an outstanding opportunity. We need qualified men to fill Field Engineering positions as RCA representatives with the military at overseas locations. Work involves installation and maintenance of electronics equipment, including communications transmitters, radar, sonar, loran and teletype.

Starting salaries are attractive and are reviewed periodically for increase. In addition, overseas bonus, living expenses and full coverage under our liberal group life, disability and hospital-surgical insurance programs are granted. Excellent opportunity for later association with the large scale commercial activities of the company.

Write us today, enclosing a detailed résumé of your training and experience. Qualified applicants will be interviewed promptly at a convenient location. Address:

Government Employment Section
RCA Service Company, Inc.
Camden, New Jersey

Need good COMMERCIAL COPYWRITER.

Proven experience. Must have friendly cooperative personality. Strictly a worker. Call, wire, or write immediately. PERSONAL INTERVIEW REQUIRED.

KSWM
Joplin, Mo.

New owner has just assumed control of 5 kw network station in one of New England's largest markets, and needs intelligent and experienced help in sales department. Draw against good commission offers great opportunity for substantial and permanent income with future possibility of becoming sales manager of this important station. Please state full details of employment history, personal sales records and references. Personal interviews will be arranged with interesting and qualified applicants. Please write Box 80H, BROADCASTING.

Excess Profits Tax

(Continued from page 19)

rearmament program would be stilted.

● Impact would be greater on the smaller than on the larger radio-TV company.

● General relief recommended for hardship cases would not offer practical assistance (because of lack of "normalcy" upon which to base average earnings).

● Growth companies should have an adjustment in their profits credit to equalize their treatment under the tax law.

In making his "growth credit" suggestion, Mr. Sprague offered a recommendation that a growth company be one "whose 1950 earnings are at least 50% greater than its earnings in the year 1949."

Crux of Mr. Sprague's argument, which was further substantiated by Dr. DuMont who testified the same day, was the need to consider 1950 earnings as well as 1946-49 earnings in computing a base period.

Charts TV's Growth

Producing tables which chart the growth of TV set manufacture in the U. S. since 1946, Mr. Sprague revealed the following: In 1946, 6,476 TV sets were produced and sold at a total sales value of $1,250,000; by 1949 the number of sets was 3 million and value at $580 million, and estimate for 1950 is 6.5 million sets at $1.1 billion. These figures show, Mr. Sprague told the committee, that the number of sets manufactured and sold this year will double last year's production and be 1,000 times that of 1946.

Another chart compared all corporations' net income to that of the set industry. These figures show, Mr. Sprague said, that "while earnings of all corporations increased only about 62% between 1946 and 1950, the earnings of our industry expanded almost six times or 600%. The increase in earnings of all corporations in 1950 over 1949 is 40%, but in our industry it is almost 120%."

Taking 38% of the earnings of all corporations as that percentage of 1950 subject to an excess profits tax (computed from Secretary Snyder's proposal) and applying the same formula to the set producing industry, "75% of our industry's 1950 earnings would be subject to excess profit taxes compared to 38% for corporations generally," according to RTMA.

Mr. Sprague's contention that the smaller company would be hit hardest by an excess profits tax was supported by a table prepared from earnings of six representative set manufacturers. The table follows:

	% of 1950 Earnings Subject to Excess Profits Taxes
Largest companies	
Company No. 1	62.8
Company No. 2	76.6
Company No. 3	77.6
Smallest companies	
Company No. 47	79.1
Company No. 48	72.1
Company No. 49	93.3

Mr. Sprague explained: "The tabulation discloses that with one exception, the second smallest company, the amount subject to excess profits taxes increases as the size of the company decreases. The largest member of the group shows only 62.8% of its 1950 earnings subject to excess profits taxes as compared to 93.3% for the smallest member."

In concluding his testimony, Mr. Sprague said:

"We understand that your committee has ruled that it will not consider alternatives to an excess profits tax, but . . . I would like to state that we believe that any additional revenue needed should be raised through a temporary increase in the present corporate tax and that an excess profits tax *should not be* enacted."

It has been pointed out that the World War II excess profits tax law included a growth company formula in computing an average base earnings period for corporations. However, Secretary Snyder suggested the taking of three best years in the 1946-49 period inclusive, as a base, without provision for growth companies.

See Discrimination

Radio-TV industry spokesmen contend that absence of this growth formula would discriminate against their companies. But, in addition, even the inclusion of a growth formula would not alleviate their particular problem unless consideration is made of 1950 earnings.

In attacking the so-called relief provision under the old tax profits law, Mr. Sprague gave his company's experience as an example. He said that the firm applied for relief amounting to more than $1 million in 1943. He said it was five years before tax examiners looked at the company's books and estimated another two years from today before the money would be received. Another claim filed in 1944, he said, amounting to more than $2 million has not yet been settled.

He told the committee that the five years consumed in preparing data for claims cost Mr. Sprague's firm about $175,000 for accountants, tax experts and attorney fees.

Rep. Noah M. Mason (R-Ill.), a member of the committee, paid specific attention to the table which showed the smallest company paying the largest tax. From the figures shown, Rep. Mason said, "there is bound to be a high mortality among the smaller companies in your industry. This committee has got to make some real allowance for industries such as these."

Another Republican, Rep. Thomas E. Martin of Iowa drew attention to RTMA's reference to the "crippling" aspects of the proposed tax and the effect on production for defense. Mr. Sprague, in answer to probing by Rep. Martin, told the committee: "The proposed retroactive feature of the [excess profits] tax is the most damaging to our industry."

Commenting on the defense angle, Congressman Martin said: "One of the greatest bottlenecks we have in the defense program is the electronics industry. To me, there is no industry that is more vital to defense." He asked Mr. Sprague for additional data referring to the defense program to be "given me personally outside of these proceedings."

Rep. H. P. Eberharter (D-Pa.) indicated that every member on the committee wanted to encourage the growth of businesses and that a workable formula which could be applied was being searched.

Suggest Base Period

Mr. Sprague said that when RTMA and its tax staff huddled with Colin F. Stam, chief of staff, Joint Committee on Internal Revenue Taxation, and Treasury tax experts, they looked over the tax situation in relation to radio-TV companies. He said that at that time it was suggested to the tax experts that the first six months of 1950 earnings be included as a base period since in that period there was no war, no defense work, no scare buying.

Industry officials who accompanied Mr. Sprague to the hearing were Tax Committee members Max F. Balcom, Sylvania Electric Products Co.; B. L. Graham, Allen B. DuMont Labs; Raymond C. Herzog, Emerson; M. G. Paul, Philco; George R. MacDonald, Motorola; Glen McDaniel, RCA, committee chairman. Also Merle Darling, Tong-Sol Lamp Works; Dr. Allen B. DuMont, DuMont Labs; Harry A. Ehle, International Resistance Co.; Joseph B. Ellis, RCA; R. E. Laux, General Instrument Corp.; A. D. Plamondon, Indiana Steel Products Co.

F. Cleveland Hedrick Jr., firm of Pierson & Ball, secretary and special counsel to RTMA's committee; James D. Secrest, RTMA general manager, and Alfred Boni, consulting economist, active in preparing RTMA's brief were at the hearing.

Earlier, Dr. DuMont, speaking in behalf of National Conference of Growth Companies that chairmans, mounted a blistering attack on the administration's proposal.

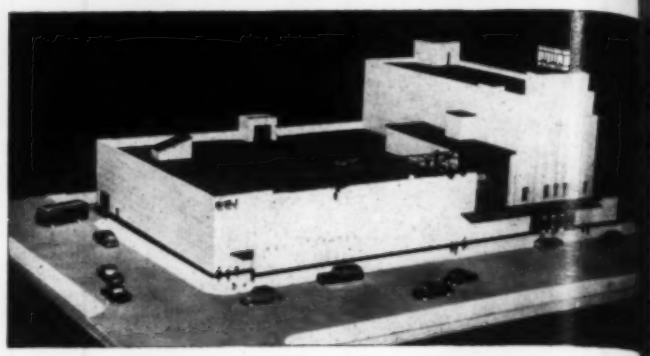
The Conference represents a total of 42 radio, TV, chemical and electric firms. Among them are the following firms, TV set and component parts manufacturers, and radio-TV users:

Admiral Corp., Allen B. DuMont Labs Inc., American Home Products Corp., Aerovox Corp., Corning Glass Works, The Hallicrafters Co., Hytron Radio & Electronics Corp., LeBlanc Corp. (Hadaco), Olympic Radio & Television Inc., Sylvania Electric Products Inc. and Tung-Sol Lamp Works Inc.

Similar to RTMA's position, Dr. DuMont put the Conference on record in favor of a flat increase in regular corporate rates as a substitute for the profits levy. He also agreed with Mr. Sprague's sentiment that the tax should not become retroactive.

Challenging the semantics used, Dr. DuMont declared: "You cannot define excess profits because you cannot define normal profits. You might better call the kind of taxation you are considering a success tax, because it penalizes success after denying success has rewards."

Continuing, he said, "Those who favor these masquerading proposals are politicians seeking to curry public favor and organized labor representatives seeking to gain



RADIO CENTER designed to house complete facilities of WWJ-AM-FM Detroit will be completed sometime next summer with addition of a two-story annex to the present building. Work on the foundation already is under way. This architect's scale model of the proposed structure shows integration of the annex and present building for the *Detroit News'* radio-television facilities.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

THE TEST STATION IN HARTFORD — THE COUNTRY'S NO. 1 TEST CITY*

* According to Sales Management Survey (Nov. 10th Issue)

CBS

LIKE TO TRAVEL?

An expanding nationally established New York transcription firm seeks several field representative-salesmen. 3 requirements: own automobile, sales, programming and radio background. Transcription selling experience valuable. Travel heavy, income good. Please submit resume to Box 838, BROADCASTING.

eferred positi n . . . because wage creases will come out of taxes.

"From the results of recent elec-ns, it is apparent that the heads organized labor do not always eak for the rank and file, and . . . not carry the labor vote in their pockets. So why sell the econ-y, the people and the nation's panding strength down the river a fiction which can never be-me real?"

. DuMont said:

The group of companies for which peak is representative of a class of siness and industry which has char-terized the development of American ength and standard of living through any decades. They are "growth" com-anies.

They are those companies whose ks, pioneering, development or ex-ansion have made more than substan-al contributions to the economic and oductive strength of our nation, but ho have not had the opportunity to ap adequate profit returns.

Specifically, Dr. DuMont sug-ested, if an excess profits bill is be considered without "more quitable" alternatives:

- **Identical treatment of new ven-re capital and retained earnings hether on income or invested capital asis.**
- **Elimination of the percentage re-uction of base period earnings in com-uting the tax credit.**
- **Broadening of relief provisions ith respect to abnormal reductions nd also in income in base period.**
- **Revision of policies in administra-on of special relief provisions.**
- **Revision and liberalization of so-alled growth formula.**

In making his suggestions to the mmittee, Dr. DuMont put for-ard formulas which he said could e applied in making the tax more orkable and equitable.

Attacking the term "excess prof-s tax," Dr. DuMont said it was n erroneous and a false label, hich "when considered with . . . ccompanying emotionally based ropaganda, impugns the integrity f the whole American business and dustrial system. It implies that very corporation is profiteering rom war . . ."

DuMont Example

Citing his company as an ex-mple Dr. DuMont said his com-any was earning about $2.2 mil-on in the 1946-49 inclusive base eriod but was now earning in the icinity of $7½ million. "Growth idn't stop in 1949," he said. The rm is still growing and will con-nue to do so unless a restrictive ax is imposed, he told the com-ittee.

Meanwhile, the *Wall Street ournal* printed a table on Nov. 1 showing the estimated taxes hich companies would have to pay nder the administration's pro-osed profits levy. The chart picked hree "stable" companies and two growth" companies, including Du-ont Labs as one of the latter. The table estimates the average arnings based on the best three ears of the base period, computes the 75% credit as recommended by the Treasury and compares the total and percentages of earnings subject to the tax with indicated earnings for 1950.

Under this formula, the *Journal* found DuMont with an average of $3,328,000 in the base period from which a 75% credit would amount to $2,496,000. According to the chart, the company would have $7,504,000 subject to an excess profits tax or 75% as against anticipated earnings in 1950 of $10 million. Of the three "stable" firms, one company would not pay an excess profits tax, a second would have 38.6% taxable, the third, 25.8%.

Statements were scheduled to be filed with the committee at the weeks' end by three broadcasting firms, King Broadcasting Co. [KING-TV Seattle], Meredith Syracuse TV Corp. [WHEN- (TV) Syracuse] and May Broadcasting Co. [KMTV (TV) Omaha].

Capital Risked

The firms point out that capital was risked in the base period of 1946-49 inclusive by all telecasters. With TV set production being trimmed and shortages pending because of defense requirements and the "freeze" order by FCC still effecting the companies emphasized telecasters would have to rely on present circulation.

Since the theory of "war profits tax" is to drain off profits during wartime, they reasoned, such a tax would be undercutting the telecaster, who in reality wouldn't have his profits increased *because* of the war. In fact, the briefs stated, the telecaster would have more to lose. Suggested was special treatment in any law passed.

To show how telecasters would be hindered in their ability to recoup losses which occurred in the so-called base period of earnings (1946-1949 inclusive), the firms revealed the following:

KING-TV—In 1948, total operation loss, $51,565; 1949, $122,166; 1950 (to Sept. 30), $10,852. Capital investment since purchase in Aug. 1949 of station by King Broadcasting Co. (sales price was $375,000 for FM and TV facilities of KRSC Seattle) was $67,554.

WHEN (TV)—Fiscal year ending June 30, 1949, operation loss, $198,663; June 30, 1950, $204,000; July through Sept., 1950, $41,329. Fixed assets: $617,776.

KMTV (TV)—For 1949 (started commercial operation Sept. 1) operation loss, $45,269; first nine months in 1950, $62,832.

Roundup of other comments from business groups appearing before committee:

Committee for Economic Development — Urges House committee not to put Congress in position of choosing "between excess profits tax of World War II type and no taxes." Recommends "sound" and "adequate" tax approach along lines outlined by CED's Research and Policy Committee [BROADCASTING, Nov. 20]. These include temporary 15% defense profits levy, individual income tax boosts, increase in excise levies. Research unit members include Gardner Cowles, president, Cowles stations (KRNT Des Moines, Ia.; WCOP Boston; WNAX Yankton, S. D.); Philip L. Graham, president and publisher, *Washington Post* (WTOP-AM-FM-TV Washington); Philip D. Reed, chairman of board, General Electric Co.

U. S. Chamber of Commerce—Suggests cut in non-military government spending by $6 million to offset needed revenue to finance defense program. Would increase excise levies. If excess profits law enacted, recommends one year out of five, including 1950, be used as base period.

Congress of Industrial Organizations—Suggests stiffer excess profits tax, proposing an 85% tax rate on profits in excess of 75% credit on corporations' average earnings in base period.

United Electrical, Radio and Machine Workers of America (expelled from CIO because of alleged Communistic influences) — Wants $25,000 limit on individual incomes after taxes, in addition to excess profits levies.

National Assn. of Mfrs. — Attacks profits proposal, urging instead a regular corporation income tax increase, or higher excise levies and possibly higher individual income taxes to put defense spending program on "pay-as-you-go" basis.

Comments by leading political figures:

House Speaker Sam Rayburn (D-Tex.)—Says excess profits tax bill "should and would" be passed by "lame duck" session of Congress.

Sen. Ernest W. McFarland (D-Ariz.), chairman, Senate Commerce radio subcommittee — Says any profits tax on communication companies needs to take into consideration special treatment. Adds he is studying issue.

NARFD MEET

Prominent Speakers Address Chicago Session

MORE THAN 100 members of the National Assn. of Radio Farm Directors had registered by late Friday for the seventh annual meeting of the Association which was scheduled to open Saturday at the Hotel Stevens, Chicago.

Those scheduled to address the two-day meet included Carl Byoir, head of the New York public relations firm by that name; John Strohm, associate editor of *Country Gentleman*; W. Judd Wyatt, director of advertising, M. F. A. Mutual Insurance Co., and William Bill Blake, superintendent of labor relations, Inland Steel Co. and a famous sports official.

Two panel discussions were attracting considerable attention of delegates as they began arriving Friday afternoon and evening. One, on "Practical Farm Program and Policy Problems" was to be chairmanned by Homer Martz, KDKA Pittsburgh. Slated to speak on the panel were Emil Bill, WMBD Peoria; Phil Evans, KMBC Kansas City; Cliff Gray, WSPA Spartanburg, S. C.; Dix Harper, WIOU Kokomo; Don Peach, KOA Denver; Grant Ritter, WCLO Janesville, and Ed Vallender, WCBM Bay City, Mich.

Another group discussion entitled "RFD—Television in Action" was to have been moderated by Mal Hansen, WOW Omaha, with these panelists: Phil Alampi, WJZ New York; Layne Beaty, WBAP Ft. Worth; C. R. Elder, WOI-TV Ames, Iowa; Jerry Seaman, Bert S. Gittins Advertising, Milwaukee, and Maynard Speece, U. S. Dept. of Agriculture TV department.

Other speakers scheduled were Harry Burke, KFAB Omaha; Ed Cashman, president, Doughboy Industries; William Wiseman, WOW Omaha; Maurice B. Mitchell, vice president, Associated Program Service, and a group of agency and advertiser officials, who were to appear jointly on a discussion of what advertisers want from radio farm directors.

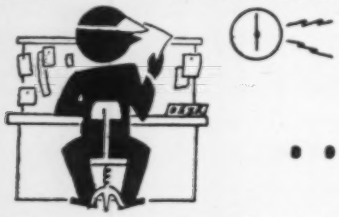
This group included Gordon M. Philpott, vice president and director of advertising, Ralston-Purina Co.; Otis O. McIntosh, director of public relations for Ralston; Maurey E. Malin, manager of Chow advertising, Ralston; J. H. Leach and Marshall Smith, Gardner Advertising, St. Louis.

Social features were to include a luncheon tendered by the Sears, Roebuck Foundation Saturday, a reception under auspices of the American Assn. of Nurserymen Saturday evening, and later a buffet supper with the Great Atlantic & Pacific Tea Co. as host. On Sunday, the Foundation for American Agriculture were to be hosts at breakfast, the National Safety Council at luncheon, during which the council's public interest awards for exceptional service to farm safety were to be presented (see separate story), and an evening reception with Armour & Co. as sponsor. At the annual NARFD banquet to follow, presentation of service awards was to be inaugurated.

WBUT
Butler, Pa.
USES
Magnecorder
Used By More Radio Stations Than All Other Professional Tape Recorders

PT6-JA
Greatest professional recording value on the market! Portable high fidelity recorder and amplifier—as low as $499.50
WRITE Magnecord INC.
360 N. Michigan Ave.
Chicago 1, Ill.

USED BY EFFICIENCY-CONSCIOUS BROADCASTERS-THROUGHOUT THE WORLD! Andrew phasing and tuning equipment
Andrew CORPORATION
363 E. 75th St.
Chicago 19, Ill.



...at deadline

EASLEY DENIES CHARGES OF CLARKSBURG STATION

ROBERT L. EASLEY, consulting engineer named fortnight ago in $100,000-damage suit filed by WHAR Clarksburg, W. Va. [BROADCASTING, Nov. 6], in reply brief Friday told U. S. District Court for D. C. he never on his own account entered into any agreement with WHAR "and is not indebted or obligated in any way to plaintiff." Suit, filed against R. L. Easley trading as Dixie Engineering Co., 945 Pennsylvania Ave., N. W., Washington, D. C., alleged defendant failed to prepare and carry out application to switch WHAR to regional assignment according to terms of June 1949 agreement.

Mr. Easley told court he never traded as Dixie Engineering and to his best knowledge firm was "properly organized legal entity, a division of the Dixie Network Inc., a South Carolina corporation, then located at Columbia, S. C." He contended Dixie Engineering never was located in Washington and he discontinued his parttime employment with that concern in fall of 1949. He asked court to dismiss suit with costs and that defendant "have such other and further relief as may be just and equitable under all the circumstances."

FLUID LABOR PATTERNS NOTED IN TV STUDY

TV STATIONS and networks employ about 8,500 persons, according to estimate by Richard P. Doherty, NAB employe-employer relations director. Per-station employment average down from 66 to 57 in year, with short schedules of new stations and location in smaller cities as factors in trend.

Stations operating in 1949, when they had 54 employes on average, now have 68, NAB study shows (one-time artists and agency-produced shows excluded).

SKIATRON GETS FCC GRANT

WOR-TV New York Friday granted 30 day special temporary authority by FCC to test "Subscriber-Vision" system of Skiatron Corp., subsidiary of Scophony Corp. of America, during hours midnight to 10 a.m. but using only test pattern or pictures of engineers working on and explaining system. Skiatron Subscriber-Vision operates without telephone wire as does Zenith's Phonevision. It employs special key cards in both camera and receiver. FCC imposed same policy conditions as put on Phonevision test.

TUBE SALES SET RECORD

RADIO receiving tube sales in October set another alltime record, with 40,105,611 sold by manufacturers, according to Radio-Television Mfrs. Assn. Ten-month total is 304,910,-357.

ZIV ENLARGES STAFF

FREDERIC W. ZIV Co. appointed following three new members to its sales staff last week, continuing its planned expansion: William S. Oliver, headquarters in Lincoln, and sales territory in state of Nebraska; Thomas T. Morgan, commercial sales, sales territory in Iowa; and Larry Trexler, headquarters in Memphis and sales territory Central and Western Tennessee and Northern Mississippi.

NEW SELLING AIDS PLANNED BY ASSOCIATED

SERIES of sales aids for subscriber stations announced by Maurice B. Mitchell, general manager, Associated Program Service. On theory that broadcasters "want a library service with a built-in income" Mr. Mitchell said APS will send subscribers monthly transcribed "sales meeting" with each covering different phase of radio selling such as retail, automotive, banks and others. Techniques of selling plus guest speakers will be included.

APS also to hold regional sales-programming conferences for members. Other sales aids include regular bulletins on sales and programming; program sales presentations for local use; sponsor-promotion kits; more scripts and programs; personal service from field staff; guides for use of library.

NEW AM STATION GRANTED IN SIDNEY, NEB.

NEW AM station at Sidney, Neb., on 1540 kc with 250 w daytime granted by FCC Friday to Sidney Broadcasting Co., equally owned by William C. Grove, manager-10% owner KFBC Cheyenne, Wyo., and part owner KCSJ Pueblo, Col., and KRAL Rawlins, Wyo., and Lewis W. Grove, Denver branch manager, Mine & Smelter Supply Co. WABG Greenwood, Miss., granted switch on 960 kc from 1 kw daytime to 1 kw day, 500 w night directional.

Eight transfers granted by FCC:

Merger WEEB and WSTS Southern Pines, N. C., through purchase by WEEB owners J. S. Younts and Grace Lines of WSTS for $25,000 from Frank L. Baber. WEEB to be relinquished. Mr. Baber and Sanford (N. C.) Herald publisher new owners WWGP-AM-FM Sanford, acquiring for $43,500 from Anna Louise Gregory (50%) and W. W. and Gerald C. Primm (each 25%). Other transfer grants included: KPAT Pampa, Tex.; WESB Bradford, Pa.; WCLD Cleveland, Miss.; WMFT Florence, Ala.; KSPA Santa Paula, Calif., and WKID-AM-FM Urbana, Ill.

WCFL JOINS PROGRESSIVE

PROGRESSIVE Broadcasting System, which was to begin operations yesterday (earlier story page 28), late Friday announced affiliation of WCFL Chicago, 50 kw independent, which will be origination point for PBS programming to Midwest stations. WCFL is owned by Chicago Federation of Labor.

CHAMBERLAIN NEWS

CHAMBERLAIN SALES Corp., Des Moines (hand lotion), sponsoring new commentary series, *Eric Sevareid and the News*, on 178 CBS stations, Sun., 5:45-6 p.m. Agency, BBDO, Chicago.

WALLACH APPOINTED

GEORGE WALLACH, WNBT (TV) New York producer, appointed director of news and special events for WNBC-WNBT (TV) New York to fill position vacated by Jay J. Heitin, who joined WNBT sales department as account executive.

TED WEBBE TO WAAT

TED WEBBE, former sales manager of WCTC New Brunswick, N. J., joining sales staff of WAAT and WATV (TV) Newark, N. J.

Closed Circuit

(Continued from page 4)

ington last week at behest of W. Stuart ington, NSRB director. Whether Mr. ington proffered position to Mr. Weis whether latter would accept could n ascertained.

EVEN *Voice of America* has had diffic with procurement of equipment to ad its overseas operations. Blocked by orders of military establishment in proc steel for antennas as well as transmitter its stepped-up operations authorized at Congress, Assistant Secretary of State Barrett found he could get action onl appealing to highest echelons. Coordin of Secretary of State and White House t that trick and work proceeds as schedul

HILLS BROTHERS Co., San Franc (coffee), preparing radio spot announce campaign using 45 markets starting Ja N. W. Ayer & Son, New York, is age

BECAUSE OF INSISTENT advertising mand, Goar Mestre's new Havana TV op tion—CMQ-TV, expects to get underway 10 on program tests, with formal dedicatio occur early next year. Station, RCA equip will be Cuba's second—Union Radio's CM TV having begun operation last month.

SARAKA, Bloomfield, N. J., through Abb Kimball Co., New York, expected to st sponsorship of quarter-hour video series *Plus Forum of the Air* after first of year major markets. Campaign may also be tended into radio.

HATAWAY FABRICS (curtain fabrics) pa paring television spot announcement campaig starting Jan. 1 in about 12 markets throu its agency, Abbott Kimball, New York.

GENERAL MILLS reportedly has boug alternate Friday 9:30-10 p.m. period on CB TV for as yet unselected program. Kn Reeves, Minneapolis, is agency.

RTMA NAMES FM GROUP

FM POLICY Committee named Friday Robert C. Sprague, president of Radio-Tele sion Mfrs. Assn. to review problems in F broadcasting and set production and distri tion. Members are H. C. Bonfig, Zenith Ra Corp., chairman; Leonard F. Cramer, D Mont; J. B. Elliott, RCA Victor; Larry Hardy, Philco; H. L. Hoffman, Hoffman Ra Corp.; Glenn W. Thompson, Arvin; E. Vogel, GE. Ex officio members are W. R. Baker, GE, RTMA Engineering Dept. direct and President Sprague.

EDWARD DUDLEY KILLED

EDWARD DUDLEY, 27, national spot sal department of NBC, New York, killed Nov. in Long Island train disaster, in which 77 l lives. He is survived by wife and two childre Two other NBC members involved but unhur in wreck were: Joe Meyers, NBC manager news operations, and Harvey Gannon, WNB New York staff.

AFRA-LIBRARY PROBLEMS

SOME possibility of AFRA strike agai recording industry seen in difficulties repor in present negotiations over limiting use library services, and increase in commerc rates. Union understood to demand four-we limitation on library service, instead of curr 26-week limit, with companies offering weeks. Commercial rate increase details available.

XUM

13,500 Request Tickets to Attend Lyons 'Morning Matinee' at Palace

Red-letter day for Columbus radio and TV fans is Wednesday, the day Ruth Lyons brings her "Morning Matinee" and "Fifty Club" programs to this city, and the day Mayor James Rhodes has officially proclaimed "Ruth Lyons Day in Columbus."

WLW's leading lady since 1942, Ruth Lyons has established a unique place for herself in the entertainment world.

At 8:30 a. m. Wednesday, she will appear at the Palace Theater for a broadcast and telecast of "Morning Matinee," for which some 13,500 requests were received for the 2900 tickets available. So great was the demand for

RUTH LYONS

13,500 clamored to visit the simulcast of Ruth Lyons' "Morning Matinee" in Columbus; 20,000 wanted tickets for the Dayton appearance. The pictures tell the story of these two fabulous Ruth Lyons' Days . . . and prove the popularity of one of America's greatest salesladies.

WLW and **WLW**-TELEVISION

"Ruth Lyons Day" Causes Stampede When Women Mob TV Star On Visit Here

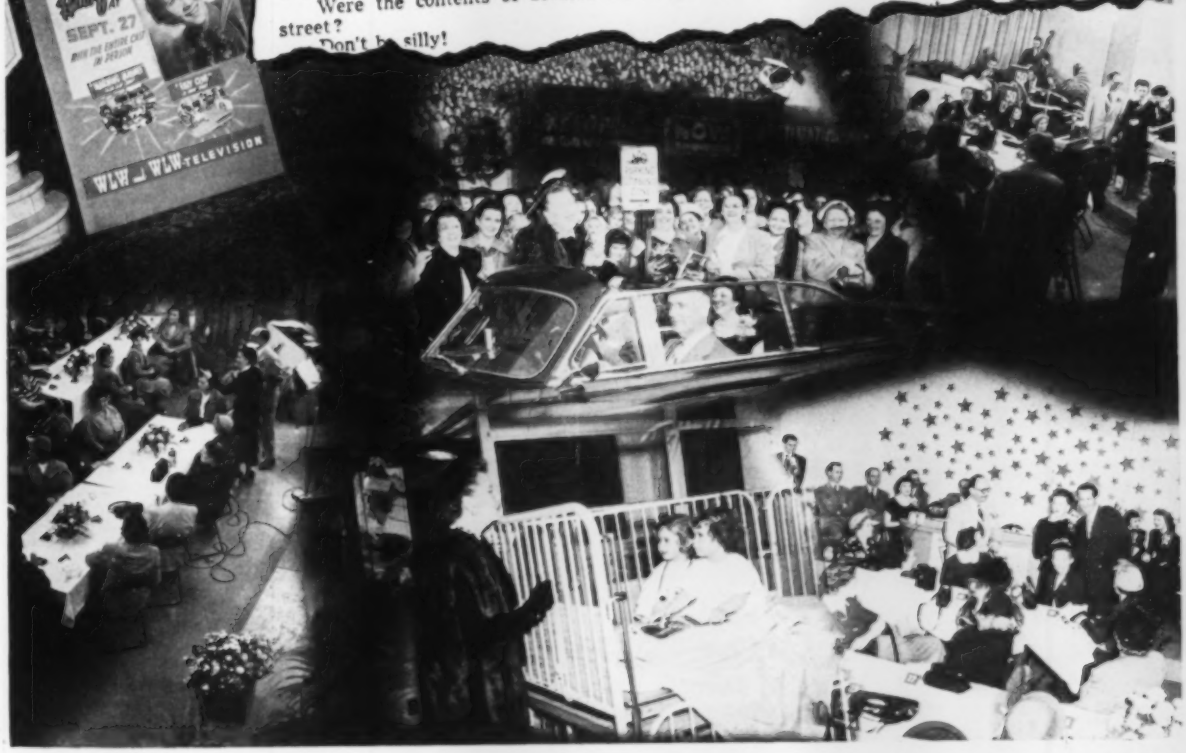
By JEAN DIETRICH
Journal Herald Staff Writer

If you saw the frenzied mob of women pushing and shoving in front of the NCR auditorium Friday morning, you must have wondered:

Were the contents of several cash registers dumped in the street?

Don't be silly!

couraged each other to re
Ruth called,

"Looks like you kids still
a long way to go."

To one straight-faced wo
she remarked, "You're the